

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bon Vital Incorporated		01/31/2014	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Performance Touch, LLC
Street Address:	596 Progress Drive
City:	Hartland
State/Country:	WISCONSIN
Postal Code:	53029
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	2093602	BON VITAL'
Registration Number:	4060279	BV
Registration Number:	3723044	IT'S WHAT THE PROS USE
Registration Number:	4159278	MASSAGE SOCIAL
Registration Number:	4210717	P.T. PRO
Registration Number:	2356235	THERAPEUTIC TOUCH
Registration Number:	3568697	WELLNESS FOR THE FEET
Registration Number:	3602994	WELLNESS FOR THE SKIN
Serial Number:	85108266	THERA-ICE
Serial Number:	77765241	ORGANICA
Serial Number:	77945818	HEAT-X
Serial Number:	77884681	ICE-X
Serial Number:	77884668	BODY FIT SERIES
Serial Number:	77765264	THERA-ICE

OP \$415.00 2093602

Serial Number:	77296160	THERAFREEZE
Serial Number:	77395721	SKEETO AID

CORRESPONDENCE DATA

Fax Number: 2033255001
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 203-325-5049
Email: mtily@fdh.com
Correspondent Name: Michael T. Tiley
Address Line 1: 177 Broad Street
Address Line 2: Finn Dixon & Herling LLP
Address Line 4: Stamford, CONNECTICUT 06901-2048

NAME OF SUBMITTER:	Michael T. Tiley
Signature:	/michael t tily/
Date:	01/31/2014

Total Attachments: 6
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ASSIGNMENT AND ASSUMPTION OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT AND ASSUMPTION is made as of January 31, 2014, by Bon Vital Incorporated, a Wisconsin corporation (the "Assignor"), in favor of Performance Touch, LLC, a Delaware limited liability company (the "Assignee").

WHEREAS, the Assignor and the Assignee are parties to an Asset Purchase Agreement dated as of the date hereof, pursuant to which the Assignor has agreed to, among other things, assign to the Assignee all of the Assignor's worldwide rights, title and interest in and to the intellectual property listed in Schedule A attached hereto, including all registrations and applications to register any such intellectual property (the "Intellectual Property").

NOW, THEREFORE, in consideration of the foregoing and the mutual agreements contained herein (the receipt and adequacy of which are acknowledged), the parties agree as follows:

The Assignor hereby sells, assigns, conveys, transfers and sets over to the Assignee all of the Assignor's rights, title and interest of any nature whatsoever in and to the Intellectual Property, including all common law rights, and irrevocably waives and confirms that it has obtained written irrevocable waivers from all appropriate individuals possessing any and all non-assignable rights, including but not limited to any moral rights in any copyright works that form part of the Intellectual Property.

The Assignor covenants with the Assignee that the Assignor will, from time to time, and to the extent practicable, at the expense of the Assignee (except with respect to the transfer of domain names, which shall be transferred by the Assignor at the expense of the Assignor), make, do and execute or cause to be made, done and executed all such further acts, deeds, assurances or things as may reasonably be required by the Assignee for completely carrying out this instrument or for the purpose of registration or otherwise.


This instrument shall inure to the benefit of the Buyer and its successors and assigns.

This instrument shall be governed by, construed and enforced in accordance with the laws of the State of Delaware without giving effect to the principles of conflict of laws thereof.

[The remainder of this page is intentionally left blank.]

IN WITNESS WHEREOF, the parties have executed this instrument as of the date first written above.

BON VITAL INCORPORATED

By: 
Name: Thomas P Heidenberger
Title: President

PERFORMANCE TOUCH, LLC

By: _____
Name: Marshall Dahneke
Title: President

[Signature page to Assignment and Assumption of IP Agreement]

IN WITNESS WHEREOF, the parties have executed this instrument as of the date first written above.

BON VITAL INCORPORATED

By: _____
Name:
Title:

PERFORMANCE TOUCH, LLC

By:  _____
Name: Marshall Dahneke
Title: President

[Signature page to Assignment and Assumption of IP Agreement]

SCHEDULE A

Schedule 4(j)

Intellectual Property

Patents:

None.

Trademarks:

Mark	Registration / Serial No.	Issue / Filing Date	Country	Abandonment
BON VITAL (Stylized)	2,093,602	9/2/1997	United States	N/A
BV	4,060,279	11/22/2011	United States	N/A
IT'S WHAT THE PROS USE	3,723,044	12/8/2009	United States	N/A
MASSAGE SOCIAL	4,159,278	6/12/2012	United States	N/A
P.T. PRO	4,210,717	9/18/2012	United States	N/A
THERA-ICE	85/108,266	8/16/2010	United States	N/A
THERAPEUTIC TOUCH	2,356,235	6/6/2000	United States	N/A
WELLNESS FOR THE FEET	3,568,697	1/27/2009	United States	N/A
WELLNESS FOR THE SKIN	3,602,994	4/7/2009	United States	N/A
BON VITAL	9662701	6/23/2011	Europe (CTM)	N/A
ORGANICA	77765241	6/22/09	United States	10/18/2012
HEAT-X	77945818	2/26/2010	United States	5/2/2011

ICE-X	77884681	12/2/2009	United States	1/24/2011
BODY FIT SERIES	77884668	12/2/2009	United States	9/13/2010
THERA-ICE	77765264	6/22/2009	United States	3/31/10
THERAFREEZE	77296160	10/4/2007	United States	12/12/2011
SKEETO AID	77395721	2/13/2008	United States	4/5/2010

Copyrights:

None.

Trade Names and Assumed Names:

None.

Domain Names and Social Media Accounts:

1. The following domain names are used by, or maintained for the benefit of, Bon Vital (all of which will be transferred to Buyer):
 - (a) bonvital.com
 - (b) bonvitalcares.com
 - (c) bonvitalfootbalm.com
 - (d) bonvitalspa.com
 - (e) massagetherapistpracticebuilder.com

2. Bon Vital maintains accounts on the following social media websites:
 - (a) Facebook
 - (b) Twitter
 - (c) YouTube
 - (d) LinkedIn
 - (e) Pinterest
 - (f) Google+

Operating Systems, Databases, Software Programs and Applications:

None.

Licensed Intellectual Property:

None.

Formulations:

See attached.

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