

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301663

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Moutain Pure, LLC		04/15/2014	LIMITED LIABILITY COMPANY: ARKANSAS
RECEIVING PARTY DATA			
Name:	Mountain Pure, LLC		
Street Address:	777 Willow Creek Parkway		
City:	Palestine		
State/Country:	TEXAS		
Postal Code:	75801		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86123867	SERIES 7 HEALTH	
CORRESPONDENCE DATA			
Fax Number:	5018011193		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	501-374-1700		
Email:	Joe.Calhoun@hulseyiplaw.com		
Correspondent Name:	Joe D. Calhoun		
Address Line 1:	P.O. Box 251504		
Address Line 4:	Little Rock, ARKANSAS 72225		
NAME OF SUBMITTER:	Joe D. Calhoun		
SIGNATURE:	/jdc3/		
DATE SIGNED:	04/16/2014		
Total Attachments: 1			
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OP \$40.00 86123867

ASSIGNMENT OF TRADEMARK

In consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Mountain Pure LLC, an Arkansas limited liability company, the undersigned ("Assignor") hereby sells, assigns, transfers and conveys to Mountain Pure LLC, a Texas limited liability company, and to its successors, assigns and legal representatives (collectively, "Assignee"), all of Assignor's right, title and interest in and to the trademark SERIES 7 HEALTH ("Trademark"), U.S. Trademark Registration Application No. 86/123,867, filed on 20 November 2013, in the United States, together with:

(1) the goodwill of the business in which the Trademark is used, or with that part of the goodwill of the business connected with the use of and symbolized by the Trademark;

(2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Trademark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Trademark;

(3) all rights to sue for past, present and future infringements or misappropriations of the Trademark; and

(4) the product(s), label(s), formula(s), and promotional material(s) upon which the Trademark is used.

Mountain Pure LLC, an Arkansas limited liability company

[Handwritten Signature] 4-15-14
By John Stacks, Managing Member date

ACKNOWLEDGMENT

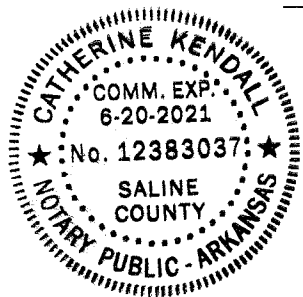
COUNTY OF Saline)
STATE OF ARKANSAS)

On this the 15th day of April, 2014, before me, Catherine Kendall, the undersigned notary, personally appeared John M. Stacks, and being authorized to do so, executed the foregoing instrument for the purposes therein contained, by signing his/her name.

In witness whereof I hereunto set my hand and official seal.

Notary Public

My Commission Expires: 6-20-2021
[SEAL]



Catherine Kendall

TRADEMARK