

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WW Fitness, Inc.	FORMERLY Knowplicity, Inc.	05/30/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Weight Watchers International, Inc.		
Street Address:	675 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	CORPORATION: VIRGINIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4194139	WELLO	
CORRESPONDENCE DATA			
Fax Number:	2125892858		
Phone:	2125892700		
Email:	dawn.harrington@weightwatchers.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Terri J. Frank		
Address Line 1:	675 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10010		
NAME OF SUBMITTER:	Terri J. Frank		
Signature:	/Terri J. Frank/		
Date:	05/30/2014		

Total Attachments: 2

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RECEIPT INFORMATION

ETAS ID:	TM306071
Receipt Date:	05/30/2014
Fee Amount:	\$40

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, WW Fitness, Inc., a corporation organized under the laws of the State of Delaware, with a principal place of business at 675 Avenue of the Americas, New York, NY 10010 (hereinafter "Assignor"), is the owner of all rights, title, and interest in and to a certain trademark as set forth and more particularly described on Schedule A annexed hereto (collectively hereinafter the "Mark"); and

WHEREAS, Weight Watchers International, Inc., a Virginia Corporation, with a principal place of business at 675 Avenue of the Americas, New York, New York 10010, (hereinafter "Assignee"), is desirous of acquiring all rights, title, and interest in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee its entire rights, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark as well as the right to sue and recover damages and profits for third-party infringements, if any.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 30th day of May, 2014.

WW FITNESS, INC.

By: 

Name: Nicholas Hotchkin

Title: Treasurer and Secretary

SCHEDULE A

TRADEMARK

U.S. REGISTRATION NO.

WELLO

4194139