

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313506

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Theodore R. Simon		03/01/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Reebok International Limited		
Street Address:	11/12 Pall Mall		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SW1Y 5LU		
Entity Type:	COMPANY: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85872108	BECOME MORE HUMAN	
CORRESPONDENCE DATA			
Fax Number:	8453597798		
<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>			
Phone:	(845) 359-7700		
Email:	anotaro@notaromichalos.com		
Correspondent Name:	Angelo Notaro		
Address Line 1:	Notaro, Michalos & Zaccaria P.C.		
Address Line 2:	100 Dutch Hill Road, Suite 240		
Address Line 4:	Orangeburg, NEW YORK 10962		
ATTORNEY DOCKET NUMBER:	J914-427		
DOMESTIC REPRESENTATIVE			
Name:	Notaro, Michalos & Zaccaria P.C.		
Address Line 1:	100 Dutch Hill Road, Suite 240		
Address Line 4:	Orangeburg, NEW YORK 10962		
NAME OF SUBMITTER:	Angelo Notaro		
SIGNATURE:	/J914-427-AN-KT/		
DATE SIGNED:	08/09/2014		
Total Attachments: 1			

CH \$40.00 85872108

TRADEMARK

ASSIGNMENT AGREEMENT

This Assignment Agreement ("Assignment") is made and entered into by and between Theodore R. Simon, a United States individual with an address of 11906 Paseo Lucido #153 San Diego, CA 92128 USA ("Assignor") and Reebok International Limited, a United Kingdom Company with an address of 11/12 Pall Mall, London SW1Y 5LU, UNITED KINGDOM ("Assignee").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed as follows:-

1. Assignor hereby assigns to Assignee all rights, title, and interests in and to the trademark BECOME MORE HUMAN (the "Trademark") and all associated goodwill, including all applications and registrations for the Trademark, including U.S. application no. 85/872108, and Assignee accepts from Assignor absolutely all rights, title and interests in and to the Trademark.
2. The Assignment is effective from March 1, 2014 (the "Effective Date").
3. This Assignment is governed by and shall be construed in accordance with the laws of the Commonwealth of Massachusetts.

IN WITNESS whereof the parties have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

THEODORE R. SIMON

Theodore R. Simon

REEBOK INTERNATIONAL LIMITED

By: T.S.J. Reebok

Name: T.S.J. REEBOK

Title: GENERAL COUNSEL, GROUP INTELLECTUAL

PROPERTY