

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315129

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aerobics and Fitness Association of America		08/20/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Linda D. Pfeffer		
Street Address:	1880 Century Park East		
Internal Address:	Suite 515		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4328974	LQA SYSTEM	
Serial Number:	85828157	LQA ED	
Serial Number:	85828187	LQA EDUCATION	
Serial Number:	85844818	LQA EDUCATION AN EASIER WAY TO LEARN	
Serial Number:	86099270	LQA HEALTH	
Serial Number:	86267920	LQA NUTRITION	
CORRESPONDENCE DATA			
Fax Number:	3102869573		
<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:	310-785-1200		
Email:	jw@jonathankirsch.com		
Correspondent Name:	Jonathan Kirsch		
Address Line 1:	1880 Century Park East		
Address Line 2:	Suite 515		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT (AFAA TO LP)		
NAME OF SUBMITTER:	Jonathan Kirsch		

OP \$165.00 4328974

SIGNATURE:	/Jonathan Kirsch/
DATE SIGNED:	08/25/2014
Total Attachments: 1 source=Trademark Assignment (L. Pfeffer)#page1.tif	

TRADEMARK ASSIGNMENT

Dated August 20, 2014.

AEROBICS AND FITNESS ASSOCIATION OF AMERICA, a California corporation ("Assignor"), hereby assigns all right, title and interest in and to the word mark LQA, and any variants of the word mark LQA, and any design marks incorporating the word LQA, and the business, reputation and goodwill symbolized by such marks, including but not limited to the word marks set forth below, to LINDA D. PFEFFER, an individual ("Assignee"), exclusively and irrevocably, in perpetuity and throughout the universe:

LQA SYSTEM (USPTO Reg. No 4328974)
LQA ED (USPTO Ser. No. 85828157)
LQA EDUCATION (USPTO Ser. No. 85828187)
LQA EDUCATION AN EASIER WAY TO LEARN (USPTO Ser. No. 85844818)
LQA HEALTH (USPTO Ser. No. 86099270)
LQA NUTRITION (USPTO Ser. No. 86267920)

Without limiting the generality of the foregoing, Assignor hereby assigns to Assignee, exclusively and irrevocably, all right, title and interest in and to any and all trademark registrations and applications in the United States Patent and Trademark Office ("USPTO") and elsewhere throughout the world, for all of the foregoing marks, including but not limited to the applications and the registration set forth above.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment by and through its undersigned authorized signatory.

AEROBICS AND FITNESS ASSOCIATION
OF AMERICA

By: Linda D. Pfeffer
Linda D. Pfeffer, President