

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318485

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sav-A-Life, LLC		09/16/2014	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	HF Acquisition Co. LLC		
Street Address:	22316 70th Ave. West		
Internal Address:	Unit A		
City:	Mountlake Terrace		
State/Country:	WASHINGTON		
Postal Code:	98043		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77775410	SAVALIFE.COM	
Serial Number:	77775417	SAVALIFE.COM	
CORRESPONDENCE DATA			
Fax Number:	2122261995		
<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:	212 226 7700		
Email:	trademarks@yeellp.com		
Correspondent Name:	Olga M. Nedeltscheff		
Address Line 1:	161 Avenue of the Americas		
Address Line 2:	Donovan & Yee LLP		
Address Line 4:	New York, NEW YORK 10013		
ATTORNEY DOCKET NUMBER:	1004/SAV-A-LIFE ASSIGNMEN		
NAME OF SUBMITTER:	Olga M. Nedeltscheff		
SIGNATURE:	/O M Nedeltscheff/		
DATE SIGNED:	09/30/2014		
Total Attachments: 3			
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Exhibit B

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademark ("Assignment of Trademark"), is dated as of September 16, 2014, from Sav-A-Life, LLC, an Illinois limited liability company (the "Assignor"), to HF Acquisition Co. LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee have executed and delivered an Asset Purchase Agreement of even date herewith (the "Agreement"), providing for the transfer to Assignee of the Acquired Assets (as defined in Section 1.1. of the Agreement);

WHEREAS, Assignor is the owner of certain trademarks particularly described in Schedule A hereto (the "Trademarks"), including all common law rights related thereto, and made a part hereof;

WHEREAS, Assignor wishes to convey all its right, title and interest in and to the Trademarks to Assignee; and

NOW, THEREFORE, for and in consideration of the premises and mutual covenants set forth herein and in the Agreement and for other good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, Assignor does hereby sell, grant, assign, convey and transfer unto Assignee or its designees, all of Assignor's right, title and interest in and to the Trademarks and all common law rights related thereto, together with the goodwill of the business connected with the use of, and symbolized by, such Trademarks.


The terms of the Agreement, including but not limited to, Assignor's and Assignee's representations, warranties, covenants, agreements, and indemnities relating to the Trademarks, are incorporated herein by reference. Each party acknowledges and agrees that the representations, warranties, covenants, agreements, and indemnities contained in the Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Agreement and the terms hereof, the terms of the Agreement shall govern. Assignor agrees that it shall execute all further documents reasonably necessary to perfect Assignee's title to the trademarks.

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Execution Version

IN WITNESS WHEREOF, the Assignor has caused this Assignment of Trademarks to be executed in its company name by its proper officer as of the day and year first written above. Delivery by the Assignor of a facsimile signature to this Assignment of Trademarks shall constitute delivery of an original, binding signature hereto.

Sav-A-Life, LLC

By: 
Name: Julia Carter
Title: VP and Assistant Secretary

Schedule A

Trademark	Record Owner	Status	App #	Filing Date	Reg. #	Reg. Date
SAVALIFE.COM	SAV-A-LIFE, LLC	Registered	77/775410	07-Jul-2009	3830463	10-Aug-2010
SAVALIFE.COM & Design	SAV-A-LIFE, LLC	Registered	77/775417	07-Jul-2009	3830464	10-Aug-2010