

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321851

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLife, Inc.		10/29/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Live Happy, LLC		
Street Address:	4004 Beltline Road, Suite 112		
City:	Addison		
State/Country:	TEXAS		
Postal Code:	75001		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3706888	LIVE HAPPY	
CORRESPONDENCE DATA			
Fax Number:	2149993623		
<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:	2149994682		
Email:	ip@gardere.com		
Correspondent Name:	Lisa R. Hemphill/Gardere Wynne Sewell		
Address Line 1:	1601 Elm Street, Suite 3000		
Address Line 4:	Dallas, TEXAS 75201-4761		
ATTORNEY DOCKET NUMBER:	140257-2		
NAME OF SUBMITTER:	Lisa R. Hemphill		
SIGNATURE:	/Lisa R. Hemphill/		
DATE SIGNED:	10/31/2014		
Total Attachments: 2			
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OP \$40.00 3706888

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), with an effective date of October 29, 2014 (the "Effective Date"), is by and between **BLIFE INC.**, a Delaware corporation having a business address of 10761 Richland Avenue, Los Angeles, California 90064 (hereinafter, "Assignor") and **LIVE HAPPY, LLC**, a Texas limited liability company, having a business address of 4004 Beltline Road, Ste. 112, Addison, Texas 75001 (hereinafter, "Assignee"). Assignor and Assignee are collectively referenced herein as the "Parties."

RECITALS

WHEREAS, Assignor and Assignee are parties to that certain Trademark Purchase and Assignment Agreement, dated as of October 29, 2014 (the "Purchase Agreement"), in which, among other things, Assignor agreed to sell, assign, and transfer to Assignee all right, title, and interest in and to the trademark LIVE HAPPY, including any and all common law rights, and associated U.S. Registration No. 3,706,888 for the mark LIVE HAPPY, registered with the U.S. Patent and Trademark Office, together with all goodwill associated therewith (the "Marks");

WHEREAS, it is the purpose of this Assignment to memorialize the sale, assignment, and transfer of the Marks from Assignor to Assignee in a form suitable for recording in the United States Patent and Trademark Office;

NOW, THEREFORE, in consideration of the mutual promises herein contained and for good and other valuable consideration, the receipt of which is hereby acknowledged:

1. ASSIGNMENT.

Assignor does hereby sell, assign, transfer, convey, and deliver to Assignee all right, title, and interest in, to, and under, the Marks and Registration No. 3,706,888, together with the goodwill associated therewith, and in and to all income, royalties, damages, claims, and payments now or hereafter due or payable to Assignor with respect thereto, and in and to all causes of action, either in law or in equity, for past, present, or future infringement of said Marks, and in and to all rights corresponding to the foregoing throughout the world.

2. FURTHER ASSURANCES.

Assignor agrees to execute all papers and to perform such other acts as said Assignee may deem reasonably necessary to secure to and record in Assignee, or to its designee, the rights herein assigned.

3. COUNTERPARTS.

This Assignment may be executed by facsimile signature in multiple counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the Parties hereto have caused this Assignment to be duly executed as of the Effective Date.

ASSIGNOR:

BLIFE INC.

By: Paul A. Campbell

Name: Paul A. Campbell

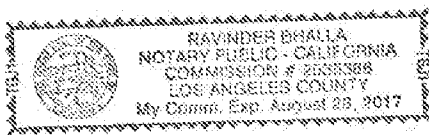
Title: CEO

NOTARIAL ACKNOWLEDGEMENT
OF ORIGINAL SIGNATURE

State of California
County of Los Angeles

Before me, a Notary Public, on this day personally appeared Paul A. Campbell of Blife Inc., known to me to be the person and Officer whose name is subscribed to the foregoing Assignment and acknowledged to me that he is authorized in his capacity as an Officer of said corporation to execute Assignment documents, and the same was the act of Blife Inc. and that he executed the same as the act of such corporation for the purposes and consideration therein expressed, and in the capacity therein stated.

Given under my hand and seal of office, this 29th day of Oct, 2014.



Ravinder Bhalla

Name: Ravinder Bhalla, Notary Public

My Commission Expires: Aug 28th, 2017

Accepted by: ASSIGNEE

LIVE HAPPY, LLC

By: _____

Name: _____

Title: _____