

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

11/21/2014  
 900307941

ETAS ID: TM324000

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Western Holdings, LLC		11/17/2014	LIMITED LIABILITY COMPANY: NEVADA

**RECEIVING PARTY DATA**

<b>Name:</b>	SanMedica IP Holdings, LLC
<b>Street Address:</b>	311 South Division Street
<b>City:</b>	Carson City
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89703
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: Nevada

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
<b>Registration Number:</b>	4339758	SEROVITAL
<b>Registration Number:</b>	4094804	CRASH DIET
<b>Registration Number:</b>	4396464	DERMAFACTOR

**CORRESPONDENCE DATA**

**Fax Number:** 8015302966  
*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.*  
**Phone:** 8015302900  
**Email:** IP@mjstc.net  
**Correspondent Name:** David Parkinson  
**Address Line 1:** 5742 West Harold Gatty Drive  
**Address Line 4:** Salt Lake City, UTAH 84116

<b>ATTORNEY DOCKET NUMBER:</b>	WH TO SANMEDICA
<b>NAME OF SUBMITTER:</b>	David R. Parkinson
<b>SIGNATURE:</b>	/David R. Parkinson/
<b>DATE SIGNED:</b>	11/21/2014

**Total Attachments: 2**

source=Assignment Western Holdings to SanMedica IP#page1.tif  
 source=Assignment Western Holdings to SanMedica IP#page2.tif

OP \$90.00 4339758

**ASSIGNMENT OF TRADEMARK**

This ASSIGNMENT OF TRADEMARK ("Assignment"), effective as of November 17, 2014, is between Western Holdings, LLC, a Nevada limited liability company ("Assignor") having a principal place of business at 311 South Division Street, Carson City, Nevada 89703, and SanMedica IP Holdings, LLC, a Nevada limited liability company ("Assignee") having a principal place of business at 311 South Division Street, Carson City, Nevada 89703.

FOR TEN DOLLARS AND OTHER GOOD AND VALUABLE CONSIDERATION RECEIVED, the receipt and sufficiency of which is acknowledged, the undersigned Assignor hereby irrevocably sells, grants, conveys, assigns, and transfers to the Assignee, its successors, assigns, and personal representatives, all of the undersigned's right, title and interest in and to the trademarks described in Exhibit "A" attached hereto and all rights related thereto, including without limitation any and all associated goodwill, statutory and common law rights, and all actions and causes of action which may be related to these rights, including the right to sue for past present and future damages or infringements (collectively, the "Property").

The undersigned warrants that it owns without lien or encumbrance all right, title and interest in and to the Property, and that the undersigned is unaware of any claim against the Property. The undersigned agrees to, and shall cooperate with Assignee or its designees and execute all oaths, declarations and other documents, as may be requested by Assignee and which shall be prepared by Assignee or its designees, to effect the foregoing assignment of rights from the undersigned to Assignee. Such cooperation and execution shall be at no additional compensation to undersigned, provided, however, that Assignee shall reimburse the undersigned for reasonable out-of-pocket expenses incurred at the specific request of Assignee or its designees. The undersigned hereby appoints Assignee to be the undersigned's attorney-in-fact with an irrevocable power to do all acts and things for and in the name of the undersigned in connection with the Property.

IN WITNESS WHEREOF, the said Western Holdings, LLC, as Assignor, and SanMedica IP Holdings, LLC, as Assignee, has caused these presents to be executed by a duly authorized officer or by a duly authorized manager thereof.

Western Holdings, LLC

By:



\_\_\_\_\_  
Dennis W. Gay, Manager

SanMedica IP Holdings, LLC

By:



\_\_\_\_\_  
Dennis W. Gay, Manager

**EXHIBIT A**

<b>Mark</b>	<b>Registration Number</b>	<b>Country</b>
SEROVITAL	4339758	UNITED STATES
CRASH DIET	4094804	UNITED STATES
DERMAFACTOR	4396464	UNITED STATES