

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332377

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Body Wisdom Media, Inc.		11/21/2014	CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	Athleta, Inc.		
Street Address:	2 Folsom Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85885161		
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<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:	212.813.5900		
Email:	assignments@fzlj.com		
Correspondent Name:	Allison Strickland Ricketts		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	866 United Nations Plaza		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	ATHL 1501284		
NAME OF SUBMITTER:	Allison Strickland Ricketts		
SIGNATURE:	/joseph gerber/		
DATE SIGNED:	02/17/2015		
Total Attachments: 1			
source=SALE AND ASSIGNMENT Exhibit A (F1628314x96B9E)#page1.tif			

CH \$40.00 85885161

EXHIBIT A

SALE AND ASSIGNMENT

WHEREAS, Body Wisdom Media, Inc., a Maryland corporation with its principal place of business at 5520 Glenwood Road, Bethesda, Maryland 20817 ("BWM") ("Assignor"), is the owner of the following design mark:



(the "Mark"), including but not limited to U.S. Trademark App. Ser. No. 85/885,161 for the following goods and services: "Pre-recorded DVDs featuring exercise and physical fitness training, yoga, pilates, Tai Chi, Qi Gong, belly dancing, and meditation instruction, holistic living and weight loss information, and philosophical discussions about healthy lifestyles" in Int. Cl. 9, "physical fitness equipment, namely, inflatable balls used for yoga, general fitness and Pilates training" in Int. Cl. 28 and "disseminating material on the Internet featuring exercise and physical fitness training, yoga, pilates, Tai Chi, Qi Gong, belly dancing, and meditation instruction, holistic living and weight loss information, and philosophical discussions about healthy lifestyles" in Int. 38 (hereinafter the "Application"); and

WHEREAS, Athleta, Inc., a Delaware corporation with its principal place of business at 2 Folsom Street, San Francisco, California 94105 ("Assignee"), wishes to acquire all right, title and interest in and to the Mark including the goodwill symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, throughout the world, in and to the Mark and the Application for all goods and services, together with the goodwill of the business symbolized by the Mark, all causes of action for previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements, and all of Assignor's other rights and interests in the Mark and the Application. No liabilities of Assignor relating to the Mark and/or the Application incurred up to and including the date below are hereby transferred or assigned to Assignee, and Assignee shall in no event assume any such liabilities.

Dated: November 21, 2014

BODY WISDOM MEDIA, INC.

By: _____

Name: Michael Wohl

Title: President