

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM333547

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|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Right at Home, Inc. | | 02/26/2015 | CORPORATION: NEBRASKA |
| RECEIVING PARTY DATA | | | |
| Name: | Caring Brands International, Inc. | | |
| Street Address: | 1601 Sawgrass Corporate Parkway | | |
| City: | Sunrise | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 33323 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86113372 | CARING BRANDS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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: | 3122018220 | | |
| Email: | riggs@patula.com | | |
| Correspondent Name: | Patula & Associates, P.C. | | |
| Address Line 1: | 6171 N. Sheridan Rd. | | |
| Address Line 2: | Suite 2312 | | |
| Address Line 4: | Chicago, ILLINOIS 60660 | | |
| ATTORNEY DOCKET NUMBER: | 5315/55990 | | |
| NAME OF SUBMITTER: | Charles T. Riggs Jr. | | |
| SIGNATURE: | /Charles T. Riggs Jr./ | | |
| DATE SIGNED: | 02/27/2015 | | |
| Total Attachments: 2 | | | |
| source=Caring Brands - Interim Assignment Agreement (FULLY EXECUTED 2-26-2015)#page1.tif | | | |
| source=Caring Brands - Interim Assignment Agreement (FULLY EXECUTED 2-26-2015)#page2.tif | | | |

OP \$40.00 86113372

ASSIGNMENT

This Assignment, effective on the latest date set forth below (the "Effective Date"), is made from Right at Home, Inc., a Nebraska corporation having a principal place of business at 6464 Center Street, Suite 150, Omaha Nebraska 68106 (hereinafter "Assignor"), unto Caring Brands International, Inc., a Delaware corporation having a principal place of business at 1601 Sawgrass Corporate Parkway, Sunrise, Florida 33323 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of U.S. Trademark Application No. 86/113,372 for "CARING BRANDS" (hereinafter "Assignor's USPTO Application") for the following identified services: "Customer service in the field of in home care and assistance and home health care services, namely, communicating with and keeping referrals sources and family members informed as to the ongoing care of family members and others whom they have referred; Production and distribution of videos in the field of personal genealogical documentaries featuring inspirational stories of those receiving non-medical in home care and assistance who wish to provide a meaningful heirloom to share with family, friends, and others who may derive benefit from their life's experiences; Health care services, namely, home health care services in the nature of providing assistance with general medical care; Providing non-medical personal care and in home personal care assistance to the elderly, disabled and others receiving in home care and assistance with activities of daily living, namely, meal preparation, medication reminders, light exercise assistance, clothing and bathing assistance and cleaning assistance; Personal shopping for others, namely, individuals receiving non-medical in home care and assistance services; Concierge services for others comprising making requested personal arrangements and coordinating transportation and running errands" (hereinafter "the CARING BRANDS mark"); and

WHEREAS, Assignor and Assignee have entered into that certain Settlement Agreement of even date herewith (the "Settlement Agreement") pursuant to which Assignor has agreed to transfer and assign to Assignee all of Assignor's rights, title and interest in and to the CARING BRANDS mark, and this Assignment is being delivered to Assignee in furtherance of the transfer and assignment of the CARING BRANDS mark contemplated by the Settlement Agreement.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are expressly acknowledged, the parties hereto agree as follows:

1. Assignor hereby assigns to Assignee, its successors, licensees and assigns, any and all of Assignor's rights, title and interest in and to the CARING BRANDS mark, including any goodwill associated therewith, and any other registration or registrations which are or may be granted, renewed or reissued thereupon to Assignor, and any common law rights associated therewith.

2. Assignor agrees, upon the request of Assignee, to execute any necessary and proper oaths or affidavits relating to the CARING BRANDS mark as required for the registration, renewal, validation of use or status or extension that Assignee, which in the opinion of counsel for Assignee, may deem necessary or expedient.


3. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all trademark registrations which are or may be granted, renewed or reissued to Assignor for the CARING BRANDS mark in connection with Assignor's USPTO Application, to Assignee and hereby covenants that Assignor has full right to convey the entire interest herein assigned, and that Assignor has not executed, and will not execute, any agreements in derogation thereof.

4. Assignee, by the execution of this Assignment, hereby accepts the aforesaid.

IN TESTIMONY WHEREOF, each of the parties has caused these presents to be signed by its officer thereunto duly authorized, and its corporate seal to be hereto affixed on the date(s) below, as may be signed in counterparts, facsimile or electronic copies of an executed counterpart of this Assignment (or its signature page thereof) will be deemed to be an executed original thereof.

Assignor:

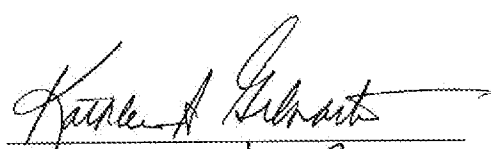
RIGHT AT HOME, INC.


Name: Brian Penmark
Title: President & CEO

Date: February 26, 2015

Assignee:

CARING BRANDS INTERNATIONAL, INC.


Name: KATHLEEN A. GILMAN
Title: PROS & CEO

Date: February 26, 2015