

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM338933

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
i.am.symbolic, llc		04/20/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	i.am.plus, llc		
<b>Street Address:</b>	10960 Wilshire Blvd., 5th Floor		
<b>Internal Address:</b>	c/o Nigro Karlin Segal Feldstein & Bolno		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90024		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86294304	I AM PULS	
<b>Serial Number:</b>	86294305	I AM PULS	
<b>Serial Number:</b>	86427498	PULS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102283953		
<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>			
<b>Phone:</b>	310.228.3700		
<b>Email:</b>	rwalsh@smrh.com		
<b>Correspondent Name:</b>	Jill M. Pietrini, Esq.		
<b>Address Line 1:</b>	1901 Avenue of the Stars, Suite 1600		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	42YK-206240-171,172,195		
<b>NAME OF SUBMITTER:</b>	Jill M. Pietrini, Esq.		
<b>SIGNATURE:</b>	//jmp//		
<b>DATE SIGNED:</b>	04/21/2015		
<b>Total Attachments: 1</b>			
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**ASSIGNMENT OF TRADEMARKS AND  
THE UNITED STATES APPLICATIONS THEREFOR**

This assignment is made by and between i.am.symbolic, llc, a California limited liability company, having a principal place of business at c/o Hertz, Lichtenstein, & Young LLP, 1800 Century Park East, Suite 1000, Los Angeles, California 90067 (hereinafter "Assignor"), and i.am.plus, llc, a California limited liability company, having its principal place of business at c/o Nigro Karlin Segal Feldstein & Bolno, 10960 Wilshire Blvd., 5<sup>th</sup> Floor, Los Angeles, CA 90024 (hereinafter "Assignee").

WHEREAS, Assignor has an intent to use the trademarks identified below, and has filed applications to register the trademarks based on its intent to use the trademarks for those goods listed in the United States trademark applications identified below (hereinafter the "Marks" and "Applications", respectively). Assignor has not yet filed amendments to allege use under 15 U.S.C. § 1051(b)(1)(c) or statements of use under 15 U.S.C. § 1051(b)(1)(d) for the Applications.

Mark	Class	App. No.	Filing Date
I AM PULS	9, 14	86/294,304	5/29/14
I AM PULS	14	86/294,305	5/29/14
PULS	9	86/427,498	10/17/14

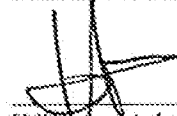
WHEREAS, Assignor is assigning the Marks and the Applications to Assignee as part of the entire business or portion thereof to which the Marks pertain as required by 15 U.S.C. § 1060.

WHEREAS, Assignee, the successor of the ongoing and existing business or portion thereof of Assignor's business to which the Marks pertain, is desirous of acquiring the Marks and the Applications, including the goodwill associated with the ongoing and existing business, the Marks and any and all claims, demands, and causes of action for infringement, of the Marks, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States and in any other country in the world in and to the Marks and the Applications, together with the goodwill of the business symbolized by the Marks, and any and all claims, demands, and causes of action for infringement of the Marks, past, present, and future, and all of the proceeds from the foregoing.

Signed at Los Angeles, California, effective this 20th day of April, 2015.

i.am.symbolic, llc



William Adams  
Manager

SN:011-434758587.1