

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

09/28/2015
 900339030

ETAS ID: TM356560

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hilton Head Island Performance Group, Inc.		09/28/2015	SOLE PROPRIETORSHIP: SOUTH CAROLINA

RECEIVING PARTY DATA

Name:	Hilton Head Island Performance Group, LLC
Street Address:	50P Shelter Cove Lane
City:	Hilton Head Island
State/Country:	SOUTH CAROLINA
Postal Code:	29928
Entity Type:	CORPORATION SOUTH CAROLINA <i>limited liability company</i>

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	86443705	THE TOTAL PERSON
Serial Number:	86443700	THE TOTAL STUDENT
Serial Number:	86443694	THE TOTAL EXECUTIVE
Serial Number:	86440924	THE TOTAL EXECUTIVE
Serial Number:	86440926	THE TOTAL SALESPERSON
Serial Number:	86440920	THE TOTAL SALESPERSON
Registration Number:	2937612	THE TOTAL PERSON

CORRESPONDENCE DATA

Fax Number: 8775133444
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: 843-681-6500
 Email: mcc@jolleylawgroup.com
 Correspondent Name: Michael C. Cerrati
 Address Line 1: P.O. Box 22230
 Address Line 4: Hilton Head Island, SOUTH CAROLINA 29925

NAME OF SUBMITTER:	Michael C. Cerrati
SIGNATURE:	/michael cerrati/
DATE SIGNED:	09/28/2015

OP \$190.00 86443705

Total Attachments: 1

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT OF TRADEMARK**

WHEREAS, Hilton Head Island Performance Group, Inc. a South Carolina sole proprietorship, with an address of 50P Shelter Cove Lane, Hilton Head Island, South Carolina 29928 (hereinafter "Assignor"), is the owner of the trademarks listed below;

MARK	SER. / REG. NUMBER	FILING / REG. DATE
THE TOTAL PERSON	Ser. No. 86/443,705	Filed November 4, 2014
THE TOTAL STUDENT	Ser. No. 86/443,700	Filed November 4, 2014
THE TOTAL EXECUTIVE	Ser. No. 86/443,694	Filed November 4, 2014
THE TOTAL EXECUTIVE	Ser. No. 86/440,924	Filed October 31, 2014
THE TOTAL SALESPERSON	Ser. No. 86/440,926	Filed October 31, 2014
THE TOTAL SALESPERSON	Ser. No. 86/440,920	Filed October 31, 2014
THE TOTAL PERSON	Reg. No. 2,937,612	Registered April 5, 2005

WHEREAS, Hilton Head Island Performance Group, LLC, a South Carolina limited liability company, with an address of 50P Shelter Cove Lane, Hilton Head Island, South Carolina 29928 ("Assignee"), and successor to the entire business of Assignor, is desirous of acquiring all right, title and interest in and to said trademarks and the applications and registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to said trademark applications and registration, and any renewals thereof, together with all good will symbolized by and associated with Assignor's business conducted under said trademarks and any part thereof, and all income, royalties, damages and payments now or hereafter due or payable in respect thereto, and in and to all causes of action, either in law or in equity, for past, present, or future infringement based on such trademarks, and in and to all rights corresponding to the foregoing throughout the world. Assignor further agrees to execute all papers and to perform such acts as necessary to secure the rights herein assigned.

Hilton Head Island Performance Group, Inc.

By: Carol Schembra

Name: Carol Schembra

Its: Sole Proprietor

Date: 9/28/15