

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM359774

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ELIXIR INDUSTRIES		10/23/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ELIXIR HOLDINGS, LLC		
Street Address:	24800 CHRISANTA DRIVE, SUITE 100		
City:	MISSION VIEJO		
State/Country:	CALIFORNIA		
Postal Code:	92691		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3072636	EI	
Registration Number:	3128488	ELIXIR	
CORRESPONDENCE DATA			
Fax Number:	7144277799		
<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:	714-427-7020		
Email:	cneu@swlaw.com		
Correspondent Name:	Albin H. Gess, SNELL & WILMER LLP (OC)		
Address Line 1:	600 ANTON BOULEVARD, SUITE 1400		
Address Line 4:	COSTA MESA, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	42579-00900 & 01000		
NAME OF SUBMITTER:	Albin H. Gess		
SIGNATURE:	/Albin H. Gess/		
DATE SIGNED:	10/23/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of October 23, 2015, by and between Elixir Industries, a California corporation, having a place of business at 24800 Chrisanta Drive, Suite 100, Mission Viejo, California 92691 ("Assignor) and Elixir Holdings, LLC, a Delaware limited liability company, having a place of business at Chrisanta Drive, Suite 100, Mission Viejo, California 92691 ("Assignee").

A. Assignor has adopted, and is, to the best of its knowledge and belief, the owner of the trademarks "EI stylized design", U.S. Registration No. 3,072,636 and "ELIXIR", U.S. Registration No. 3,128,488, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement (the "Trademark").

B. Assignor has acquired goodwill in the portion of the business associated with and symbolized by the Trademark and has not abandoned same.

C. Assignor desires to assign to Assignee all rights, title, and interest in and to the Trademark owned by Assignor.

THEREFORE, Assignor and Assignee hereby agree as follows:

(1) Assignor hereby conveys, sells, transfers and assigns to Assignee and to Assignee's successors, assigns and legal representatives, all of Assignor's rights, title and interest throughout the world in and to (a) the names and marks "EI stylized design" and "ELIXIR", (b) United States Trademark Registration Nos. 3,072,636 and 3,128,488, (c) all the good will of that portion of Assignor's business and/or businesses symbolized by the Trademark, together with (i) all income and royalties hereafter due or payable to Assignor with respect to the Trademark, (ii) all damages and payments for past or future infringements and misappropriations of the Trademark; and (iii) all rights to sue for past, present and future infringements and misappropriations of the Trademark, all for Assignee's own use and enjoyment (including, without limitation, the right to renew and/or apply for trademark and/or service mark registrations within or outside the United States based in whole or in part upon the Trademark, and including any priority right that may have arisen from Assignor's use of the Trademark and/or prior ownership of the Registration).

(2) Assignor agrees to execute any instruments and perform any acts which may be reasonably necessary to fully effectuate and record in any and all jurisdictions throughout the world the assignment of the rights, title and interest assigned to Assignee, and Assignee's successors, assigns and legal representatives, pursuant to this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Assignment as of the date first set forth above.

ELIXIR INDUSTRIES

By: _____

Name: Robert Cuthbertson

Title: Chief Financial Officer