

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM361882

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Performance Brands, Inc.		07/31/2014	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Product Innovations Research LLC
Street Address:	15770 N. Dallas Parkway
Internal Address:	Suite 700
City:	Dallas
State/Country:	TEXAS
Postal Code:	75248
Entity Type:	CORPORATION: TEXAS Limited Liability Corporation LLC

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	86242921	BESTIE

CORRESPONDENCE DATA

Fax Number: 9726615691
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: 972/661-5114
Email: cblount@uplawtx.com
Correspondent Name: Charles W. Blount, III
Address Line 1: 5420 LBJ Freeway
Address Line 2: Suite 1900
Address Line 4: Dallas, TEXAS 75240

ATTORNEY DOCKET NUMBER:	P1007-190
NAME OF SUBMITTER:	Charles W. Blount, III
SIGNATURE:	/Charles W. Blount, III/
DATE SIGNED:	11/10/2015

Total Attachments: 3

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OP \$40.00 86242921

ASSIGNMENT OF TRADEMARK

WHEREAS, PERFORMANCE BRANDS, INC., a Florida Corporation, located and doing business at 905 SHOTGUN ROAD, SUNRISE, FLORIDA 33326, has intended to use the following marks in commerce and has filed applications for registration of the marks with the United States Patent and Trademark Office based on and indicating an intent to use, but has not yet filed an allegation of use under Sections 1(c) or 1(d) of The Trademark Act for the marks, and

WHEREAS, Product Innovations Research, LLC, a Texas limited liability company with its principal place of business located at 15770 North Dallas Parkway, Suite 700, Dallas, Texas 75248, the successor of the ongoing and existing business or portion thereof of PERFORMANCE BRANDS, INC. to which the marks pertain, as required by U.S.C. Section 1060, is desirous of acquiring said trademarks and the pending applications:

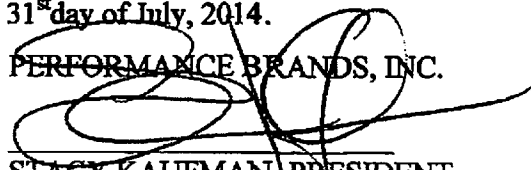
<u>Trademarks</u>	<u>Application Number</u>
FRAT STAR	86/242,949
BESTIE	86/242,921
BEAUTY WITH LIGHT	85/085,346

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, PERFORMANCE BRANDS, INC. does hereby assign, convey and transfer to Product Innovations Research, LLC all right, title and interest in and to the trademarks and applications and any federal and international registrations resulting therefrom and the goodwill of the business symbolized thereof.

Signed at (city)Fort Lauderdale, Florida this 31st day of July, 2014.

PERFORMANCE BRANDS, INC.

Signature:


STACY KAUFMAN, PRESIDENT

ASSIGNEE'S NAME: Product Innovations Research, LLC

Signature of Authorized Representative: _____

Printed Name and Corporate Title: Richard Hough, President

Signed at (city)Fort Lauderdale, Florida this 31st day of July, 2014.

PERFORMANCE BRANDS, INC.

Signature:

STACY KAUFMAN, PRESIDENT

ASSIGNEE'S NAME: Product Innovations Research, LLC

Signature of Authorized Representative: Richard Hough

Printed Name and Corporate Title: Richard Hough, President