

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM366477

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VIPW, LLC		12/18/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Ethos Veterinary Health, LLC		
Street Address:	20 Cabot Road		
City:	Woburn		
State/Country:	MASSACHUSETTS		
Postal Code:	01810		
Entity Type:	LIMITED LIABILITY COMPANY: MASSACHUSETTS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	86781525	VETBLOOM	
Serial Number:	86781527	VETBLOOM	
Registration Number:	4367375	IVG INTOWN VETERINARY GROUP	
CORRESPONDENCE DATA			
Fax Number:	2127557306		
<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:	212.326.3939		
Email:	aaugustine@jonesday.com, NYTEF@JONESDAY.COM		
Correspondent Name:	Frank E. Freeman		
Address Line 1:	222 East 41st Street		
Address Line 2:	Jones Day		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	098614-640118		
NAME OF SUBMITTER:	Frank E. Freeman		
SIGNATURE:	/Frank E. Freeman/		
DATE SIGNED:	12/18/2015		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, VIPW, LLC, a Delaware Limited Liability Company, (“Assignor”) is the owner of record of the trademarks, trademark applications and associated marks set forth on Schedule A, which are currently pending with the U.S. Patent and Trademark Office (the “Mark”).

WHEREAS, Ethos Veterinary Health, LLC, a Massachusetts Limited Liability Company (“Assignee”) desires to acquire all rights that Assignor has in and to the Marks, and all future registrations resulting therefrom, together with the goodwill of the business symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

Assignor hereby assigns and transfers to Assignee all of Assignor’s right, title, and interest in and to the Marks, together with the goodwill of the business connected therewith and symbolized by the Marks, and all future registrations thereof, and the right to recover for damages and profits for past infringements thereof.

Assignor agrees, at the request of Assignee and at Assignee’s expense, to execute and deliver any further documents and legal instruments as may be necessary, and do all other things reasonably necessary to perfect in Assignee, its assigns, successors, and legal representatives, all right, title, and interest in and to the Marks, throughout the world, including without limitation, executing and delivering any and all powers of attorney, applications, assignments, declarations, and affidavits.

[SIGNATURE ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the Assignor has caused the execution of this Assignment effective as of the 18th day of December, 2015.

VIPW, LLC



Name: G. Ames Prentiss

Title: Chief Executive Officer

Execution Date: 12/18/2015

SCHEDULE A

TRADEMARKS

MARK	APPLICATION NO. REGISTRATION NO.	FILING DATE REGISTRATION DATE
IVG INTOWN VETERINARY GROUP (and Design)	85/751,597 4,367,375	October 11, 2012 July 16, 2013
VetBloom	86/781,525	October 8, 2015
VetBloom (and Design)	86/781,527	October 8, 2015

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