

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM372455

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|---|--|-----------------------|---------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Seed Intellectual Property Law Group, PLLC | | 02/03/2016 | LIMITED LIABILITY COMPANY: WASHINGTON |
| RECEIVING PARTY DATA | | | |
| Name: | Shaklee Corporation | | |
| Street Address: | 4747 Willow Road | | |
| City: | Pleasanton | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94588 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4448648 | LIFE PLAN DIET PLAN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2066826031 | | |
| <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: | 206-622-4900 | | |
| Email: | JeffG@SeedIP.com | | |
| Correspondent Name: | William O. Ferron, Jr. | | |
| Address Line 1: | 701 Fifth Avenue | | |
| Address Line 2: | Suite 5400 | | |
| Address Line 4: | Seattle, WASHINGTON 98104 | | |
| ATTORNEY DOCKET NUMBER: | 860194.001 | | |
| NAME OF SUBMITTER: | William O. Ferron, Jr. | | |
| SIGNATURE: | /William O. Ferron, Jr./ | | |
| DATE SIGNED: | 02/08/2016 | | |
| Total Attachments: 1 | | | |
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OP \$40.00 4448648

Trademark Assignment

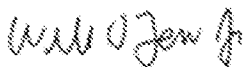
WHEREAS, Seed Intellectual Property Law Group, PLLC, a professional limited liability company of the state of Washington, having a mailing address of 701 Fifth Avenue, Suite 5400, Seattle, WA 98104 ("Seed IP"), acquired all rights in and to the trademark "LIFE PLAN | DIET PLAN" US Trademark Registration No. 4,448,648 issued December 10, 2013 for such mark (hereinafter "the Trademark") as an agent for Shaklee Corporation, a corporation of the state of Delaware, having a mailing address of 4747 Willow Road, Pleasanton, CA 94588 ("Shaklee"); and

WHEREAS, the parties wish to formally assign to Shaklee and record ownership in Shaklee's name of all the right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, effective August 11, 2015, Seed IP hereby sells, assigns and transfers to Shaklee Corporation and its successors and assigns all right, title and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark and the right to sue for and collect damages by reason of past infringement of the Trademark.

Seed IP further authorizes the Commissioner of Patents and Trademarks to record this Trademark Assignment to reflect that the Trademark is the property of Shaklee and its successors and assigns.

Seed Intellectual Property Law Group, LLC



By: _____
William O. Ferron, Jr., Principal

Date: February 3, 2016