

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383243

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pure Innovations, Inc.		05/05/2016	Corporation:
RECEIVING PARTY DATA			
Name:	LASCO, LLC		
Street Address:	2610 Lyndale Avenue South		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55408		
Entity Type:	Limited Liability Company: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3013515	PURAVIDA	
Registration Number:	3356995	BABY VIDA	
CORRESPONDENCE DATA			
Fax Number:	6128775072		
<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:	612-877-5307		
Email:	ipmab@lawmoss.com		
Correspondent Name:	Michael A. Bondi		
Address Line 1:	150 South Fifth Street, Suite 1200		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	55661.001001		
NAME OF SUBMITTER:	Michael A. Bondi		
SIGNATURE:	/Michael A. Bondi/		
DATE SIGNED:	05/05/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made and entered on May 5, 2016, by and between Pure Innovations, Inc. ("Assignor") and LASCO, LLC ("Assignee") (collectively referred to as the "Parties").

Whereas, Assignor is the owner of U.S. Registration Number 3,013,515 for the mark PURAVIDA and U.S. Registration Number 3,356,995 for the mark BABY VIDA; ("Marks"); and

Whereas, Assignor wishes to assign his rights in the Marks to Assignee.

Now, Therefore, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. **ASSIGNMENT:** Assignor hereby assigns, sells and transfers to Assignee all of his/her/its rights, title and interest in and to the Marks, including, but not limited to: (i) all registration rights with respect to the Marks, (ii) any rights to prepare derivative marks, (iii) any goodwill related to the Marks, and (iv) all income, royalties or claims relating to the Marks due or payable on or after the date of this Assignment. Assignor and Assignee are aware of the restrictions on assigning intent-to-use trademark applications and indicate that this assignment is permissible as Assignee is a successor to Assignor's business.

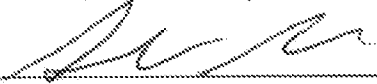
2. **ASSIGNOR'S REPRESENTATIONS:** Assignor represents and warrants (i) that Assignor is the exclusive owner of the Marks, (ii) that Assignor possesses all rights, title and interest in and to the Marks, (iii) that Assignor has the power to enter into this Assignment, (iv) that the Marks do not infringe on the rights of any other person or entity, and (v) that the rights transferred in this Assignment are free of any lien, encumbrance or adverse claim.

3. **CONTINUING OBLIGATIONS:** Assignor agrees to assist Assignee, upon request, by taking any reasonable action that may be necessary for the perfecting, securing and completing of this Assignment.

4. **BINDING EFFECT:** The covenants and conditions contained in this Assignment shall apply to and bind the Parties and their heirs, legal representatives, successors and permitted assigns.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed on the respective dates set forth below.

PURE INNOVATIONS, INC.:


Signature

5/5/2016
Date

Sean Shyne
Printed Name

U.P
Title