

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM395853

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Good Life Brands, LLC		08/15/2016	Limited Liability Company: VIRGINIA
RECEIVING PARTY DATA			
Name:	The Life is Good Company		
Street Address:	51 Melcher Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02210		
Entity Type:	Corporation: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3521025	LIFE IS GOOD	
CORRESPONDENCE DATA			
Fax Number:	6177203693		
<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:	617.720.2444		
Email:	tom@piercemandell.com		
Correspondent Name:	Thomas E. Kenney		
Address Line 1:	11 Beacon Street		
Address Line 2:	Suite 800		
Address Line 4:	Boston, MASSACHUSETTS 02108		
NAME OF SUBMITTER:	Thomas E. Kenney		
SIGNATURE:	/tek/		
DATE SIGNED:	08/22/2016		
Total Attachments: 2			
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EXHIBIT B

TRADEMARK ASSIGNMENT

WHEREAS, Good Life Brands, LLC, a Virginia limited liability company (hereinafter referred to as "Assignor"), is the owner by assignment of the entire right, title and interest in and to the trademark identified on Schedule A attached hereto, together with the goodwill related thereto (hereinafter referred to as the "Trademark"); and

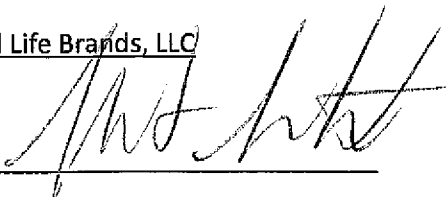
WHEREAS, The Life is Good Company, a Massachusetts corporation (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title and interest in and to the Trademark and the business and goodwill of the business in connection with which the Trademark has been used; and

WHEREAS, Assignor and Assignee have entered into an agreement by which Assignor agreed to assign to Assignee all right, title and interest of Assignor in and to the Trademark and the business and goodwill of the business in connection with which the Trademark has been used.

NOW THEREFORE, in consideration of the foregoing, the parties' mutual covenants and undertakings, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title and interest of Assignor in and to the Trademark, together with the business and the goodwill of the business in connection with which the Trademark has been used, and all claims, if any, which may have arisen thereunder prior to the date of this instrument. The Assignor hereby agrees to execute any and all documents or instruments that may be necessary or proper to confirm, perfect or protect Assignee's ownership of the Trademark.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed, by its duly authorized manager, effective as of this 15th day of August, 2016.

Good Life Brands, LLC

By: 

Title: Managing Member

SCHEDULE A

TRADEMARK

REGISTRATION NO.

REGISTRATION DATE

LIFE IS GOOD

3,521,025

October 21, 2008