

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM399185

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Paradigm, Inc.		09/01/2016	Corporation: COLORADO
RECEIVING PARTY DATA			
Name:	Ascent IP Holdings, LLC		
Street Address:	9417 North Foothills Hwy		
City:	Longmont		
State/Country:	COLORADO		
Postal Code:	80503		
Entity Type:	Corporation: COLORADO <i>Limited Liability Company 9/27/2016</i> CLA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3228758	HERPLEX	
Registration Number:	3228829	HERPLEX A NEW BEGINNING	
CORRESPONDENCE DATA			
Fax Number:	9704920003		
<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:	970-492-0000		
Email:	clanderson@crmiles.com		
Correspondent Name:	CR MILES P.C.		
Address Line 1:	405 Mason Court, Ste 119		
Address Line 4:	Fort Collins, COLORADO 80524		
NAME OF SUBMITTER:		CHERYL L. ANDERSON	
SIGNATURE:		/cheryl l. anderson/	
DATE SIGNED:		09/20/2016	
Total Attachments: 4			
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OP \$65.00 3228758

ASSIGNMENT OF PROPRIETARY RIGHTS

This Assignment is made by and between Paradigm, Inc., a Colorado corporation, having its principle place of business located at 9417 North Foothills Hwy, Longmont, Colorado 80503 USA ("Assignor"), and Ascent IP Holdings, LLC, a Colorado limited liability company, having its principal place of business located at 9417 North Foothills Hwy, Longmont, Colorado 80503 USA ("Assignee").

For Ten Dollars (USD\$10) and other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged the parties hereby agree as follows:

1. Assignor hereby irrevocably sells, assigns, conveys, and transfers to Assignee, its successors and assigns, all right, title and interest of every kind and character throughout the world to the full extent of any ownership or interest in and to the technology and intellectual property set forth in Schedule A attached hereto; including without limitation, all federal, state, foreign, statutory and common law and other rights in patents, copyrights, moral rights, trademarks, trade secrets, know-how, design rights, and all other intellectual property and proprietary rights therein; all domestic and foreign intellectual property applications, and registrations therefor along with all divisions, continuations, continuations-in-part, reexaminations, substitutions, reissues, extensions, and renewals of such applications and registrations, the right to apply for any of the foregoing, and all goodwill associated with any and all of the foregoing (the "Intellectual Property"); all rights to causes of action and remedies related to the Intellectual Property including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the foregoing; and any and all other rights and interests arising out of or in connection with the Intellectual Property.
2. Assignor represents and warrants that without exception it is fully entitled and authorized to grant this Assignment and has not transferred or assigned to any third party any part of the Intellectual Property.
3. Assignor acknowledges that pursuant to the sale, grant, transfer, and assignment to the Assignee of the entire right, title, and interest in and to the Intellectual Property as provided in the above paragraphs, this assignment shall be complete as to all rights owned. As such, Assignor consents to a waiver of any and all access rights to any applications for United States or foreign patents relating to the Intellectual Property, and to any division, substitution, continuation, or continuation-in-part, of such applications, all related access rights involving the Intellectual Property in any country such as utility-model registrations, inventor's certificates and the like, and all access rights, titles, and interests involving the Intellectual Property under any foreign government, to the extent permissible.
4. Assignor further covenants and agrees that it will sign all lawful papers and consents, as well as aid the Assignee in petitioning waiver of access of Assignor to the United States or foreign patent offices of any and all applications for United States or foreign patents relating to the Intellectual Property, as provided above.
5. Assignor grants the firm of CR MILES P.C., or other designated agent, the power to insert on this Assignment any further identification which may be necessary or desirable in order to comply with the rules of the Patent Cooperation Treaty or the United States Patent Office or any foreign patent office for recordation of this document, including, but not limited to, inserting the application number, the execution date, or the filing date of the above-identified applications, grants, and registrations based upon the Intellectual Property.

6. This assignment shall be binding on all parties, their heirs, executors, administrators, successors, or assigns, and may be recorded in the United States Patent and Trademark Office or elsewhere. In the event any provision of this Agreement is found to be unenforceable or to be unreasonable in scope, such provision shall be modified only to the extent necessary to make it enforceable, and as so modified, this Agreement shall remain in full force and effect.

In witness whereof, the parties have executed this Agreement on the date first above written.

ASSIGNOR: PARADIGM, INC.

By: [Signature]
Jeffrey Wycoff
Title: President, Paradigm, Inc.

Date: 9-1-16

ANDREA OAKLEY
NOTARY PUBLIC
STATE OF COLORADO
NOTARY ID 20164023611
MY COMMISSION EXPIRES JUNE 23, 2020

UNITED STATES OF AMERICA)
STATE OF COLORADO)
COUNTY OF Boulder)

SUBSCRIBED AND AFFIRMED OR SWORN to before me in the County of Boulder, State of Colorado United States of America, by Jeffrey Wycoff, this 1st day of August, 2016. WITNESS my hand and official seal pursuant to the authority vested in me as a Notary Public by the State of Colorado.

[Signature]
Notary Public
My Commission Expires: 6/23/2020

ASSIGNEE: ASCENT IP HOLDINGS, LLC

By: [Signature]
Jeffrey Wycoff
Title: President, Ascent IP Holdings, LLC

Date: 9-1-16

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Notary Public
My Commission Expires: 6/23/2020

SCHEDULE A

I. UNITED STATES PATENTS

1. United States Patent No. 8,389,025, issued March 5, 2013 (United States Patent Application No. 12/658,993, filed February 17, 2010), titled "Compositions To Alleviate Herpes Virus Symptoms";
2. United States Patent No. 8,673,373, issued March 18, 2014 (United States Patent Application No. 13/441,357, filed June 4, 2012), titled "Compositions To Alleviate Herpes Virus Symptoms".

II. UNITED STATES PATENT APPLICATIONS

1. United States Provisional Patent Application No. 60/875,018, filed December 15, 2006, titled "Compositions To Alleviate Herpes Virus Symptoms";
2. United States Non-Provisional Patent Application No. 12/002,042, filed December 14, 2007, titled "Compositions To Alleviate Herpes Virus Symptoms";
3. United States Provisional Patent Application No. 60/853,565, filed October 23, 2006, titled "Compositions To Alleviate Menopausal Symptoms";
4. United States Non-Provisional Patent Application No. 11/977,012, filed October 22, 2007, titled "Compositions To Alleviate Menopausal Symptoms".

III. UNITED STATES TRADEMARKS

1. All common law and other rights in and to the trademark, HERPLEX;
2. United States Trademark Registration No. 3,228,758, registered April 10, 2007 (United States Trademark Application Serial No. 78/643,504, filed June 3, 2005), for HERPLEX trademark;
3. All common law and other rights in and to the trademark, HERPLEX A NEW BEGINNING & Design;
4. United States Trademark Registration No. 3,228,829, registered April 10, 2007 (United States Trademark Application Serial No. 78/689,733, filed August 10, 2005), for HERPLEX A NEW BEGINNING & Design trademark;
5. All common law and other rights in and to the trademark, FLEXUS;

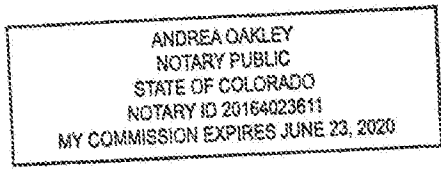
6. United States Trademark Application Serial No. 77/060,209, filed December 8, 2006, for FLEXUS trademark.

ASSIGNOR: PARADIGM, INC.

By: [Signature]
Jeffrey Wycoff
Title: President, Paradigm, Inc.

Date: 9-1-16

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STATE OF COLORADO)
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[Signature]
Notary Public
My Commission Expires: 6/23/2020