

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401419

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900378069		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vital G-Netics LLC		01/15/2016	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Healthy Directions, LLC		
Street Address:	6710A Rockledge Drive, Suite 500		
City:	Bethesda		
State/Country:	MARYLAND		
Postal Code:	20817		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4586995	VITAL G-NETICS FLEXSURE RESTORATIVE JOIN	
Registration Number:	4286563	FLEXSURE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	915-225-8040		
Email:	wbass@hotus.com		
Correspondent Name:	William Bass		
Address Line 1:	1 Helen of Troy Plaza		
Address Line 4:	El Paso, TEXAS 79912		
NAME OF SUBMITTER:	William Bass		
SIGNATURE:	/wjb/		
DATE SIGNED:	10/10/2016		
Total Attachments: 3			
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TRADEMARK AND INTELLECTUAL PROPERTY ASSIGNMENT

THIS TRADEMARK AND INTELLECTUAL PROPERTY ASSIGNMENT dated as of January 15, 2016, made by VITAL g-NETICS LLC ("Assignor"), in favor of Healthy Directions, LLC ("Assignee").

WHEREAS, Assignor is the owner of the marks ("Marks") and other intellectual property listed on Schedule A attached hereto (together with all registrations and applications for registration therefore) for the goods and/or services identified therein (the "Property").

WHEREAS, Assignee desires to acquire the Property and any and all goodwill associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, transfer, assign, and otherwise convey to Assignee, all of Assignor's right, title, and interest in and to the Property along with the following:

1. the goodwill of the business symbolized by and associated with the Property;
2. that portion of Assignor's ongoing and existing business in connection with which it has a bona fide intent to use the Property that was filed on an intent-to-use basis and for which an Amendment to Allege Use or a Statement of Use has not yet been filed and accepted by the relevant Trademark Office or other governing authority;
3. all rights to proceeds of the foregoing, including, without limitation, any claim by Assignor against third parties for past, present, or future infringement of the Property;
4. all other names, symbols, emblems, designs, service marks, trademarks, copyrights in graphic designs, logos, visual representations and likenesses that are derivatives of the foregoing, that specifically relate to the Property listed in Schedule A and that Assignor or Assignee create, develop or use in the future; and
5. all benefit of the Property.

Assignor further agrees to execute all documents and take all action necessary to assign all domestic and foreign trademark and intellectual property filings and applications to Assignee without delay.


Assignor has caused this Assignment to be duly executed and authorized as of the date hereof.

ASSIGNOR:

VITAL g-NETICS LLC

By: 
Name: SARAH GUBLEY RICKS
Title: PRESIDENT

Intellectual Property - Trademarks

<u>TradeMark</u>	<u>Registration Number</u>	<u>Registration Date</u>
 VITAL G-NETICS FLEXSURE RESTORATIVE JOINT HEALTH	4586995	August 19, 2014
FLEXSURE	4286563	February 5, 2013

Intellectual Property - Domain Names

flexsure.com
getflexsure.com
tryflexsure.com
fsoffers.com
beflexsure.com
beflexsure.info
beflexsure.net
beflexsure.org
flexsurejoint.com
flexsurejoint.net
floravive.com
floravive.net
activelivingblog.com

Intellectual Property - Other

Twitter:

flexsure

Youtube:

<https://www.youtube.com/user/flexsure>