

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM402944

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|------------------------------|--|
| SUBMISSION TYPE: | RESUBMISSION |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |
| RESUBMIT DOCUMENT ID: | 900378395 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--|----------|----------------|---------------------------|
| Selma Schimmel, deceased, by legal representative Jeffrey L. Van Hoosear | | 09/12/2016 | INDIVIDUAL: UNITED STATES |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------------|
| Name: | DEBORAH S. BITTICKS |
| Street Address: | 47 La Costa Drive |
| City: | Rancho Mirage |
| State/Country: | CALIFORNIA |
| Postal Code: | 92270 |
| Entity Type: | INDIVIDUAL: UNITED STATES |

PROPERTY NUMBERS Total: 8

| Property Type | Number | Word Mark |
|----------------------|---------|--|
| Registration Number: | 3713503 | PERSONALIZED ONCOLOGY |
| Registration Number: | 3674688 | THE CANCER CONCIERGE |
| Registration Number: | 3944677 | WE HANDLE DEALING SO YOU FOCUS ON HEALIN |
| Registration Number: | 3761900 | PERSONALIZED CARDIOLOGY |
| Registration Number: | 3761901 | PERSONALIZED RHEUMATOLOGY |
| Registration Number: | 3761898 | PERSONALIZED ENDOCRINOLOGY |
| Registration Number: | 3761899 | PERSONALIZED HEALTHCARE |
| Registration Number: | 3761902 | PERSONALIZED NEUROLOGY |

CORRESPONDENCE DATA

Fax Number: 9497609502

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.

Phone: (949) 760-0404

Email: efilling@knobbe.com

Correspondent Name: JEFFREY L. VAN HOSEAR

Address Line 1: 2040 Main St Fl 14

Address Line 4: Irvine, CALIFORNIA 92614

| | |
|---|---------------------------|
| ATTORNEY DOCKET NUMBER: | SELMA.005/006/007/008/009 |
| NAME OF SUBMITTER: | JEFFREY L. VAN HOOSEAR |
| SIGNATURE: | /JVH/ |
| DATE SIGNED: | 10/21/2016 |
| Total Attachments: 4 source=2016-10-21 Assignment of Trademark - SELMA.000GEN#page1.tif source=2016-10-21 Assignment of Trademark - SELMA.000GEN#page2.tif source=2016-09-22 Notice of Nonrecordation of Assignment - SELMA.007T#page1.tif source=2016-09-22 Notice of Nonrecordation of Assignment - SELMA.007T#page2.tif | |

Assignment of Trademark
Assignment Record Branch

Whereas Selma Schimmel, deceased, by legal representative Jeffrey L. Van Hoosear

Owns trademark registrations ("Registrations"):

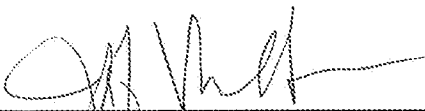
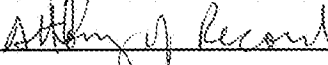
| REGISTRATION NUMBER | MARK |
|---------------------|---|
| 3713503 | PERSONALIZED ONCOLOGY |
| 3674688 | THE CANCER CONCIERGE |
| 3944677 | WE HANDLE DEALING SO YOU FOCUS ON HEALING |
| 3761900 | PERSONALIZED CARDIOLOGY |
| 3761901 | PERSONALIZED RHEUMATOLOGY |
| 3761898 | PERSONALIZED ENDOCRINOLOGY |
| 3761899 | PERSONALIZED HEALTHCARE |
| 3761902 | PERSONALIZED NEUROLOGY |

Whereas Deborah S. Bitticks:

Is desirous of acquiring said Registrations.

Now therefore good and valuable consideration, Selma Schimmel, deceased, by legal representative Jeffrey L. Van Hoosear, hereby assigns the entire interest and goodwill of the business in the Registrations to Deborah S. Bitticks effective as of September 12, 2016.

Selma Schimmel, deceased, by legal representative Jeffrey L. Van Hoosear.

Signature 
Jeffrey L. Van Hoosear
Official Title 
Legal Representative

date October 21, 2016

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102116



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

September 22, 2016

PTAS

JEFFREY L. VAN HOOSEAR
2040 MAIN ST FL 14
IRVINE, CA 92614



900378395

United States Patent and Trademark Office
Notice of Non-Recordation of an Assignment Document

The enclosed document has been examined and found non-recordable by the Assignment Recordation Branch of the U.S. Patent and Trademark Office. The reason(s) for non-recordation are stated below:

1. The submitted documentation is not acceptable to establish an assignment of the subject property.
2. The deceased requires a representative on the cover sheet (_____ representative for the deceased Selma Schimmel) is the way the conveying party should read. An assignment agreement is required assigning the marks over to the new owner.

Documents being resubmitted for recordation must reflect the corrected information to be recorded, the Document ID number referenced above and all pages from this submitted document. The original date of filing of this assignment document will be maintained if resubmitted with the appropriate correction(s) by **Monday, October 24, 2016**, as outlined under 37 CFR 3.51. The resubmitted document must include a stamp with the official date of receipt under 37 CFR 3. Applicants may use the certified procedures under 37 CFR 2.197 or 2.198 for resubmission of the returned papers if they desire to have the benefit of the date of deposit in the United States Postal Service.

To file the resubmission electronically, navigate to the ETAS website at <http://etas.uspto.gov>, click the Start Resubmission button and enter the following information:

Document ID: 900378395
Access Code: 25BJ70JYORT4Q3M

To file the resubmission in paper, send documents to: U.S. Patent and Trademark Office, Mail Stop: Assignment Recordation Branch, P.O. BOX 1450, Alexandria, VA 22313. If you have any questions regarding this notice, you may contact the Assignment Recordation Branch at 571-272-3350.

TONYA LEE
ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM398814

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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 |
| Selma Schimmel | | 09/12/2016 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | DEBORAH S. BITTICKS | | |
| Street Address: | 47 La Costa Drive | | |
| City: | Rancho Mirage | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 92270 | | |
| Entity Type: | INDIVIDUAL: UNITED STATES | | |
| PROPERTY NUMBERS Total: 8 | | | |
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| Fax Number: | 9497609502 | | |
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| Phone: | (949) 760-0404 | | |
| Email: | efiling@knobbe.com | | |
| Correspondent Name: | JEFFREY L. VAN HOOSEAR | | |
| Address Line 1: | 2040 Main St Fl 14 | | |
| Address Line 4: | Irvine, CALIFORNIA 92614 | | |
| NAME OF SUBMITTER: | JEFFREY L. VAN HOOSEAR | | |
| SIGNATURE: | /JVH/ | | |

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