

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM406455

|   |  |                       |                                     |
|---|--|-----------------------|-------------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                                     |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                                     |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                                     |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>                  |
| Brown Sparrow Marketing, LLC  |  | 11/15/2016            | Limited Liability Company: MICHIGAN |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                                     |
| <b>Name:</b>  | Aleva Brands, LLC                                  |                       |                                     |
| <b>Street Address:</b>  | 1840 Enterprise Drive                              |                       |                                     |
| <b>City:</b>  | Rochester Hills                                    |                       |                                     |
| <b>State/Country:</b>   | MICHIGAN   |                       |                                     |
| <b>Postal Code:</b>   | 48309  |                       |                                     |
| <b>Entity Type:</b>   | Limited Liability Company: MICHIGAN                |                       |                                     |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                                     |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                                     |
| <b>Serial Number:</b>   | 86721409   | VENACTIVE             |                                     |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                                     |
| <b>Fax Number:</b>  | 5139778141   |                       |                                     |
| <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> |  |                       |                                     |
| <b>Phone:</b>   | 5139778527   |                       |                                     |
| <b>Email:</b>   | april.besl@dinsmore.com                            |                       |                                     |
| <b>Correspondent Name:</b>  | April L. Besl                                      |                       |                                     |
| <b>Address Line 1:</b>  | 255 E. 5th St., Ste 1900                           |                       |                                     |
| <b>Address Line 4:</b>  | Cincinnati, OHIO 45202                             |                       |                                     |
| <b>NAME OF SUBMITTER:</b>   | April L. Besl                                      |                       |                                     |
| <b>SIGNATURE:</b>   | /April L. Besl/                                    |                       |                                     |
| <b>DATE SIGNED:</b>   | 11/21/2016   |                       |                                     |
| <b>Total Attachments: 2</b>   |  |                       |                                     |
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| source=VENACTIVE Assignment - signed#page2.tif  |  |                       |                                     |

OP \$40.00 86721409

## ASSIGNMENT OF TRADEMARK

This Trademark Assignment is between Brown Sparrow Marketing, LLC, a Michigan limited liability company having an address of 1840 Enterprise Drive, Troy, Michigan 48309 (hereinafter "Assignor"), and Aleva Brands, LLC, a Michigan limited liability company having an address of 1840 Enterprise Drive, Rochester Hills, Michigan 48309 (hereinafter "Assignee").

**WHEREAS**, Assignor is the owner of all of the right, title and interest in and to U.S. Serial No. 87/070,352 for the mark VENACTIVE (the "Mark"), along with all the goodwill associated with the Mark;

**WHEREAS**, Assignee is desirous of acquiring Assignor's entire right, title and interest in and to the Mark, along with all of the goodwill associated therewith; and

**WHEREAS**, Assignor and Assignee are desirous of making this Trademark Assignment a matter of record.

**NOW, THEREFORE**, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Mark, together with the goodwill of the business symbolized by the Mark.

**FURTHER**, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Mark hereby assigned.

WHEREFORE, the parties have duly executed this Assignment of Trademark on the date indicated below.

Date: 11/15, 2016

Brown Sparrow Marketing, LLC

By: 

Name: Tan Sesti

Title: Director

Date: 11/15, 2016

Aleva Brands, LLC

By: 

Name: Derek Gaskins

Title: Managing Member