

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM411596

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Essential Business Company		01/06/2017	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	Richard E. Bohner		
Street Address:	1201 Brentford Lane		
City:	Malvern		
State/Country:	PENNSYLVANIA		
Postal Code:	19355		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4856873	THRIVIDA	
Registration Number:	4852642	THRIVIDA DON'T JUST LIVE... THRIVE!	
Registration Number:	4875814	THRIVIDA DON'T JUST LIVE...THRIVE!	
Registration Number:	4868521	THRIVIDA DON'T JUST LIVE...THRIVE!	
CORRESPONDENCE DATA			
Fax Number:	6105657631		
<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:	6105657630		
Email:	agarson@lwh-law.com		
Correspondent Name:	Adam G. Garson		
Address Line 1:	201 N. Jackson St.		
Address Line 4:	Media, PENNSYLVANIA 19063		
NAME OF SUBMITTER:	Adam G. Garson		
SIGNATURE:	/Adam G. Garson/		
DATE SIGNED:	01/09/2017		
Total Attachments: 3			
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source=TM Assignment signed#page2.tif			

OP \$115.00 4856873

ASSIGNMENT

WHEREAS, The Essential Beverage Company, a Nevada corporation, having a place of business at 1150 1st Avenue, Suite 5323, King of Prussia, PA 19406 (hereinafter referred to as the "Assignor") owns the trademarks listed in Exhibit A, attached hereto (the "Marks"), each of which is registered with the United States Patent and Trademark Office; and

WHEREAS, Richard E. Bohner, an individual residing at 1201 Brentford Lane, Malvern, PA 19355 (hereinafter referred to as "Assignee") intends to use or is desirous of acquiring the rights in and to said Marks;

WHEREAS, the Assignor has agreed to sell the Marks to Assignee for the consideration set forth in the Asset Purchase Agreement entered into by the Assignor (Seller) and Assignee (Buyer) on January 9, 2017;

WHEREAS, Assignor represents and warrants that:

- (i) Assignor owns the entire right, title and interest in and to the Marks;
- (ii) all registrations for the Marks are currently valid and subsisting and in full force and effect;
- (iii) Assignor has not licensed the Marks to any other person or entity or granted, either expressly or impliedly, any trademark or service mark rights with respect to the Marks to any other person or entity;
- (iv) there are no liens or security interests against the Marks;
- (v) Assignor has all authority necessary to enter into this Agreement and the execution and delivery of this Agreement has been duly and validly authorized; and

(vi) execution of this Assignment and performance of Assignor's obligations hereunder shall not violate or conflict with any other agreement to which Assignor is a party or provision of Assignor's Certificate of Incorporation or By-laws.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said Marks together with any and all rights pertaining thereto and with the goodwill of the business associated with and symbolized by said Marks and registrations thereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this Trademark Assignment to be executed effective January 9, 2017.

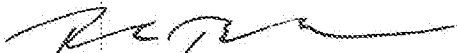
ASSIGNOR

ASSIGNEE

THE ESSENTIAL BEVERAGE COMPANY,
a Nevada Corporation


RICHARD E. BOHNER, individually

BY:



(Signature)

Richard E. Bohner, President



(Signature)

Exhibit A

1. THRIVIDA and design (Reg. No. 4856873)
2. THRIVIDA DON'T JUST LIVE... THRIVE! and design (Reg. No. 4852642)



3. THRIVIDA DON'T JUST LIVE...THRIVE! (Reg. No. 4875814)
4. THRIVIDA DON'T JUST LIVE...THRIVE! (Reg. No. 4868521)