

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM411860

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/23/2016		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Life Holdings L.L.C. DBA Reel Life		12/15/2016	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Reel Life Sportswear, LLC		
Street Address:	4705 Cattail Lagoon Way		
City:	Ponte Vedra Beach		
State/Country:	FLORIDA		
Postal Code:	32082		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4639445	REEL LIFE	
CORRESPONDENCE DATA			
Fax Number:	8132545400		
<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:	8132545100		
Email:	frijouf@frijouf.com		
Correspondent Name:	Daniel R. Frijouf		
Address Line 1:	201 East Davis Blvd		
Address Line 4:	Tampa, FLORIDA 33606		
NAME OF SUBMITTER:	Daniel R. Frijouf		
SIGNATURE:	/d/		
DATE SIGNED:	01/11/2017		
Total Attachments: 1			
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OP \$40.00 4639445

IN THE UNITED STATES TRADEMARK OFFICE

Mark: REEL LIFE
Registrant: The Life Holdings L.L.C.
Registration No.: 4639445
Registered: November 18, 2014

ASSIGNMENT OF MARK AND FEDERAL REGISTRATION

WHEREAS, The Life Holdings L.L.C., a limited liability company existing under the laws of the State of Florida, and having address of P.O. Box 793 Crawfordville, Florida 32326 (hereinafter assignor), had adopted and had continuously used the above identified mark, and has registered said mark in the United States Patent and Trademark Office, as shown in the Registration identified above; and

WHEREAS, Reel Life Sportswear, LLC, a limited liability company existing under the laws of the State of Florida and having a business address of 4705 Cattail Lagoon Way Ponte Vedra Beach, Florida 32082 (hereinafter assignee) was and continues to be desirous of acquiring said mark and said Registration therefore;

WHEREAS, on or about September 23, 2016, said assignor, had previously sold, assigned, and transferred unto assignee, all right, title and interest in and to the mark, together with the good will of the business symbolized by said mark, and the above-identified registration therefore.

WHEREAS said assignor and said assignee desire to record said previous assignment of said mark and the above-identified registration therefore from said assignor to said assignee.

NOW THEREFORE, said assignor by these presents does hereby confirm that assignor has previously sold, assigned, and transferred unto said assignee all the right, title and interest in and to said mark, together with the good will of the business symbolized by said mark, and the above-identified registration therefore.

FOR AND IN CONSIDERATION of the additional sum of \$10.00 in hand paid, the receipt of which is hereby acknowledged, assignor does hereby sell, assign, and transfer unto the said assignee, all the right, title and interest in and to said mark, together with the good will of the business symbolized by said mark, and the above-identified registration therefore.

The undersigned declarant declares that the declarant is authorized to execute this Assignment and to sell, assign, and transfer unto the said assignee, the interest set forth above.

The undersigned declarant, hereby declares that all statements made herein on the own knowledge of the declarant are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statement may jeopardize the validity of the Registration.

The Life Holdings L.L.C.


Printed Name and Title


Jeremy Vincent Anderson

12/15/16
Date