

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM415766

|   |  |                       |                       |
|---|--|-----------------------|-----------------------|
| <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>    |
| Elevate Your Passion, LLC   |  | 02/10/2017            | Corporation: COLORADO |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                       |
| <b>Name:</b>  | Elevate Your Passion, LLC                          |                       |                       |
| <b>Street Address:</b>  | 6990 E. 6th St., #1026                             |                       |                       |
| <b>City:</b>  | Scottsdale   |                       |                       |
| <b>State/Country:</b>   | ARIZONA  |                       |                       |
| <b>Postal Code:</b>   | 85251  |                       |                       |
| <b>Entity Type:</b>   | Limited Liability Company: ARIZONA                 |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>   | 4396860  | ELEVATE YOUR PASSION  |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                       |
| <b>Fax Number:</b>  | 4808302717   |                       |                       |
| <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>   | 480-830-2700                                       |                       |                       |
| <b>Email:</b>   | trademark@boothudall.com                           |                       |                       |
| <b>Correspondent Name:</b>  | Booth Udall Fuller, plc                            |                       |                       |
| <b>Address Line 1:</b>  | 1255 W. Rio Salado Pkwy, ste 215                   |                       |                       |
| <b>Address Line 4:</b>  | Tempe, ARIZONA 85281                               |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Pacer K. Udall                                     |                       |                       |
| <b>SIGNATURE:</b>   | /Pacer K. Udall/                                   |                       |                       |
| <b>DATE SIGNED:</b>   | 02/10/2017   |                       |                       |
| <b>Total Attachments: 1</b>   |  |                       |                       |
| source=EYP Trademark#page1.tif  |  |                       |                       |

OP \$40.00 4396860

**ASSIGNMENT**

**Elevate Your Passion, LLC** ("Assignor"), a limited liability corporation of Colorado whose address is 1644 CR 203 Durango, CO 81301, owns the entire right, title and interest in the trademark identified below (the "Trademark").

**Elevate Your Passion, LLC** ("Assignee"), a limited liability corporation of Arizona whose address is 6990 E. 6<sup>th</sup> St., #1026, Scottsdale, AZ 85251, desires to acquire the entire right, title and interest in the Trademark.

Assignor has adopted, used, and is using and is the owner of the following trademark registered in the United States Patent and Trademark Office:

| <i>Trademark</i>     | <i>Registration No.</i> | <i>Registration Date</i> |
|----------------------|-------------------------|--------------------------|
| ELEVATE YOUR PASSION | 4,396,860               | September 3, 2013        |

Accordingly, for good and valuable consideration, the receipt and sufficiency of which we acknowledge, Assignor hereby assigns and transfers to Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark and the registration thereof, together with the goodwill of the business symbolized by the Trademark, and in an to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the trademark, and in and to all rights corresponding to the foregoing throughout the world.

Executed this 10<sup>th</sup> day of February, 2017 at Scottsdale, Arizona  
(City and State)

By: 

Elevate Your Passion, LLC

Name: Michael LaForest

Title: President