

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM415852

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shake, Inc.		04/15/2015	Corporation:
RECEIVING PARTY DATA			
Name:	Pre-Paid Legal Service, Inc.		
Doing Business As:	LegalShield		
Street Address:	One Pre-Paid Way		
City:	Ada		
State/Country:	OKLAHOMA		
Postal Code:	74820		
Entity Type:	Corporation: OKLAHOMA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4533562	SHAKE	
Registration Number:	4533563	S	
Registration Number:	4628368	SIMPLY LEGAL	
CORRESPONDENCE DATA			
Fax Number:	4052396651		
<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:	4052357700		
Email:	ipmail@crowedunlevy.com		
Correspondent Name:	Drew T. Palmer		
Address Line 1:	324 n. robinson ave, ste 100		
Address Line 2:	braniff building		
Address Line 4:	oklahoma city, OKLAHOMA 73102		
NAME OF SUBMITTER:	Drew T. Palmer		
SIGNATURE:	/Drew T. Palmer/		
DATE SIGNED:	02/13/2017		
Total Attachments: 1			
source=Shake Trademark#page1.tif			

OP \$90.00 4533562

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
STATEMENT PURSUANT TO TRADEMARK MANUAL OF EXAMINING
PROCEDURE 503.03(B)

1. On or about April 15, 2015, Shake, Inc., a then existing Delaware corporation, ("Shake") and Pre-Paid Legal Service, Inc. d/b/a LegalShield, an Oklahoma corporation, ("LegalShield") entered into a certain Asset Purchase Agreement (the "Agreement").

2. Under the Agreement, Shake sold, conveyed, transferred, assigned and delivered to LegalShield all of its right, title and interest in and to, *inter alia*, the United States trademark registrations listed in a. – c., below.

- a. Reg. No. 4,533,562 / Ser. No. 86/088,401 for SHAKE.
- b. Reg. No. 4,533,563 / Ser. No. 86/088,404 for S (stylized).
- c. Reg. No. 4,628,368 / Ser. No. 86/222,302 for SIMPLY LEGAL.

LEGALSHIELD

By:

Print Name: Keri Coleman-Norris

Position: General Counsel
Pre-Paid Legal Services, Inc.

SHAKE

By:

Print Name: Abe Geiger

Position: Authorized Officer
Shake, Inc.