

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM417096

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pivotal 5, LLC		02/09/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Lifeline Products, LLC		
Street Address:	4594 E Radio Tower Lane		
City:	Olney		
State/Country:	ILLINOIS		
Postal Code:	62450		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	4433368	NATURAL FITNESS	
Registration Number:	4072246	20MIN 3XWEEK	
Registration Number:	4476904	REJUVENATION PREVENT + PERFORM + RECOVER	
Registration Number:	4410911	PER4M	
Registration Number:	3617406	KETTLEWORX	
Registration Number:	3339826	LIFELINE USA	
Registration Number:	3359586	TRAIN-STATION	
Registration Number:	3404280	LIFELINE	
Registration Number:	3894973	JUNGLE GYM	
Registration Number:	3905261	PORTABLE POWER JUMPER	
Registration Number:	3905274	LIFELINEUSA CHEST EXPANDER	
Serial Number:	77819497	LIFELINEUSA EXCHANGE HANDLE SYSTEM	
Registration Number:	3954908	LIFELINEUSA POWER WHEEL	
Registration Number:	3908860	LIFELINEUSA WEIGHTED SPEED ROPE	
Registration Number:	3955682	PULLUP REVOLUTION	
Registration Number:	4532912	8WEEK RAPID EVOLUTION	
CORRESPONDENCE DATA			
Fax Number:	3176377561		

TRADEMARK

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.

Phone: (317) 634-3456
Email: DOCKETDEPT@USPATENT.COM
Correspondent Name: Charles J. Meyer
Address Line 1: 111 Monument Circle, Suite 3700
Address Line 4: Indianapolis, INDIANA 46204

NAME OF SUBMITTER:	Danielle Y. Sneed
SIGNATURE:	/Danielle Y. Sneed/
DATE SIGNED:	02/23/2017

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, Pivotal 5, LLC, a Delaware limited liability company, having a principal place of business at 315 N. Racine Ave., Chicago, IL 60607, (hereinafter "Assignor"), is the successor of Pivotal 5, Inc., and is the owner of record for the trademarks listed on the enclosed Exhibit A including corresponding United States and foreign registered and common law trademark rights, all corresponding United States and foreign registrations and applications, and the corresponding goodwill of the business associated with each trademark of Exhibit A; and,

WHEREAS, Lifeline Products, LLC, an Illinois limited liability company, having a principal place of business at 4594 E Radio Tower Lane, Olney, IL 62450, (hereinafter "Assignee"), desires to acquire said trademarks, applications and registrations thereon including the goodwill of the business associated herewith;


NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN

Be it known that for good, valuable and sufficient consideration said Assignor, hereby acknowledges the aforesaid contribution, assignment and transfer, and does contribute, assign and transfer unto Assignee the entire right, title and interest in and to trademarks, applications and registrations of Exhibit A, together with the goodwill of the business associated with and/or symbolized by said trademarks of Exhibit A, together with all rights of action, in law or in equity, for any past or future infringement thereof. Assignor agrees to promptly execute and deliver to Assignee or its legal representatives all papers, instruments or affidavits required to carry out and record this transfer and assignment of the Exhibit A properties to Assignee.

Said trademarks, applications and registrations are to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns to the full end of the present or extended term of said trademarks, as fully and entirely as the same would have been held by Assignor if this assignment and contribution had not been made.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and effective as of the 9th day of February, 2017.

Assignor:



Signature (Assignor)

Printed Name: Adam Schumacher

Title: President & CEO

Company: Pivotal 5, LLC

Date: 9 day of February, 2017

Notary:

STATE OF ILLINOIS)
): SS
COUNTY OF COOK)

Before me, a Notary Public, in and for the County and State, personally appeared the above-named Assignor, who executed the foregoing Assignment in my presence and acknowledged the execution thereof as their free and voluntary act and deed for the uses and purposes therein set forth and expressed.

Signature (Notary Public): 

Printed Name: David Mehallin

Date: 9 day of February, 2017

Resident of Cook County

My Commission Expires: 1-24-20



Assignee:

Stephen R Wawrin
Signature (Assignee)

Printed Name: Stephen R Wawrin

Title: CFO

Company: Lifeline Products, LLC

Date: 9th day of February, 2017

Notary:

STATE OF ILLINOIS)
) : SS
COUNTY OF COOK)

Before me, a Notary Public, in and for the County and State, personally appeared the above-named Assignee, who executed the foregoing Assignment in my presence and acknowledged the execution thereof as their free and voluntary act and deed for the uses and purposes therein set forth and expressed.

Signature (Notary Public): Brenda Faye Prowell

Printed Name: BRENDA FAYE PROWELL

Date: 9th day of February, 2017

Resident of COOK County

My Commission Expires: October 17, 2020

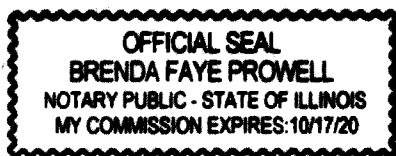


Exhibit A

United States Trademarks		
Serial #	Reg. #	Trademark
85625117	4433368	NATURAL FITNESS and Design
85350722	4072246	20MIN 3XWEEK
85783892	4476904	REJUVENATION PREVENT+ PERFORM+ RECOVER
85859797	4410911	PER4M
77513400	3617406	KETTLEWORX
78932192	3339826	LIFELINE USA
78738488	3359586	TRAIN-STATION
77078503	3404280	LIFELINE
77818124	3894973	JUNGLE GYM
77818175	3905261	PORTABLE POWER JUMPER
77819451	3905274	LIFELINEUSA CHEST EXPANDER
77819497	3907552	LIFELINEUSA EXCHANGE HANDLE SYSTEM
85123791	3954908	LIFELINEUSA POWER WHEEL
77819513	3908860	LIFELINEUSA WEIGHTED SPEED ROPE
77932413	3955682	PULLUP REVOLUTION
86063584	4532912	8WEEK RAPID EVOLUTION

Foreign Trademarks			
Country	Serial No.	Reg. No.	Trademark
Canada	1524937	TMA826931	KETTLEWORX
WIPO		1054059	KETTLEWORX
Australia	1417385	1054059	KETTLEWORX
Germany		1054059	KETTLEWORX
Spain		1054059	KETTLEWORX
France		1054059	KETTLEWORX
Great Britain		1054059	KETTLEWORX
Italy		1054059	KETTLEWORX
Japan		1054059	KETTLEWORX