

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM418183

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	05/05/2016

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Vapor 4 Life, LLC		02/02/2017	Corporation: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Vapor 4 Life Holdings, Inc.
<b>Street Address:</b>	4080 A Commercial Avenue
<b>City:</b>	Northbrook
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60062
<b>Entity Type:</b>	Corporation: ILLINOIS

## PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	4090735	NOBACCO JUICE
Registration Number:	4090738	V4L
Registration Number:	4101843	WOW VAPOR
Registration Number:	4150897	VAPOR TITAN
Registration Number:	4163538	VAPOR4LIFE
Registration Number:	4336419	THE SMOKELESS LOUNGE
Registration Number:	4365926	OMG MOD
Registration Number:	4392861	VIV
Registration Number:	4403832	VERY IMPORTANT VAPER
Registration Number:	4625760	SMILEOMIZER

## CORRESPONDENCE DATA

Fax Number: 9374436635

*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: 202-263-4159

Email: trademarks@thompsonhine.com

Correspondent Name: Clifton E. McCann

Address Line 1: 10050 Innovation Drive, Suite 400

Address Line 4: Dayton, OHIO 45342

TRADEMARK

<b>ATTORNEY DOCKET NUMBER:</b>	078853-005
<b>NAME OF SUBMITTER:</b>	Clifton E. McCann
<b>SIGNATURE:</b>	/clifton e mccann/
<b>DATE SIGNED:</b>	03/03/2017
<b>Total Attachments: 2</b> source=01606_099999.99998_ATTACHMENT_20170303091400426#page1.tif source=01606_099999.99998_ATTACHMENT_20170303091400426#page2.tif	

***NUNC PRO TUNC TRADEMARK DEED OF ASSIGNMENT***

WHEREAS, Vapor 4 Life, LLC, a Delaware limited liability company, having a place of business at 4100 Commercial Avenue, Northbrook, Illinois 60062 (hereinafter "Assignor"), was the owner of the trademarks and registrations thereof in the United States Patent and Trademark Office listed on Exhibit A (the "Marks");

AND WHEREAS, on May 5, 2016, Assignor assigned and transferred all right, title, and interest to the Marks to Vapor 4 Life Holdings, Inc., an Illinois corporation having a place of business at 4080 A Commercial Avenue, Northbrook, Illinois 60062 (hereinafter "Assignee"), and wishes to memorialize said assignment;

AND THEREFORE KNOW ALL MEN BY THESE PRESENT, that for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor affirms that it sold, assigned, and transferred to Assignee nunc pro tunc as of May 5, 2016, all right, title, and interest in and to the Marks together with the goodwill of the business symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof.

Vapor 4 Life, LLC

Date: February 2, 2017

By:



Name: Melanie Milin

Title: Senior Vice President Finance, HR  
and External Relations

**TRADEMARK**

**REEL: 006000 FRAME: 0767**

Exhibit A

Mark	Reg. No.	Reg. Date
NOBACCO JUICE	4,090,735	01/24/2012
V4L	4,090,738	01/24/2012
VAPOR TITAN	4,091,097	01/24/2012
WOW VAPOR	4,101,843	02/21/2012
COOL CARTS	4,101,845	02/21/2012
VAPOR TITAN	4,101,847	02/21/2012
VAPOR TITAN	4,150,897	05/29/2012
VAPOR4LIFE	4,163,538	06/26/2012
THE SMOKELESS LOUNGE	4,336,419	05/14/2013
OMG MOD	4,365,926	07/09/2013
VIV	4,392,861	08/27/2013
VERY IMPORTANT VAPER	4,403,832	09/17/2013
SMILEOMIZER	4,625,760	10/21/2014

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