

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM431106

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Primal Nutrition, Inc.		05/11/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Primal Nutrition, LLC		
Street Address:	1641 S. Rose Avenue		
City:	Oxnard		
State/Country:	CALIFORNIA		
Postal Code:	93033		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87215452	PRIMAL HEALTH COACH	
CORRESPONDENCE DATA			
Fax Number:	3103944477		
<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:	3104510647		
Email:	tmk@cislo.com		
Correspondent Name:	Kristin B. Kosinski, Esq.		
Address Line 1:	12100 Wilshire Blvd., Suite 1700		
Address Line 4:	Los Angeles, CALIFORNIA 90025-7103		
NAME OF SUBMITTER:	Kristin B. Kosinski, Esq.		
SIGNATURE:	/Kristin B. Kosinski/		
DATE SIGNED:	06/13/2017		
Total Attachments: 1			
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ASSIGNMENT

This Assignment is effective as of April 1, 2017.

WHEREAS, Primal Nutrition, Inc., a California corporation with an address of 6202 Ramirez Mesa Drive, Malibu, California 90265 ("Assignor") has adopted and authorized others to use a certification trademark that is the subject of an application for registration in the U.S. Patent and Trademark Office having Serial No. 87/215,452 for PRIMAL HEALTH COACH filed on October 26, 2016, and has adopted and uses several common law marks in connection with its business, including but not limited to PRIMAL CALM, PRIMAL PROBIOTICS, PRIMAL SUN, and PRIMAL OMEGAS (collectively, "the MARKS"); and

WHEREAS, Primal Nutrition, LLC a Delaware Limited Liability Company with an address of 1641 S. Rose Avenue, Oxnard, California 93033 ("Assignee") is desirous of acquiring Assignor's interest in the MARKS and the use-based application for registration of the trademark PRIMAL HEALTH COACH;

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor assigns to Assignee its entire right, title, and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, and the above-identified use-based application for registration of the trademark PRIMAL HEALTH COACH.

PRIMAL NUTRITION, INC.



Mark Sisson, CEO

(Date)

MAY 11, 2017

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