

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM469792

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ConsumerPsych Labs, Inc.		04/12/2018	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Transformative Health Solutions, LLC		
Street Address:	159 Reach Run		
City:	Ithaca		
State/Country:	NEW YORK		
Postal Code:	14850		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 23			
Property Type	Number	Word Mark	
Registration Number:	5223735	HEALTHIER BY DESIGN	
Registration Number:	5223664	HEALTHIER BY DESIGN	
Registration Number:	5187079	HEALTHY BY DESIGN	
Registration Number:	5187080	HEALTHY BY DESIGN	
Registration Number:	5187081	HEALTHY BY DESIGN	
Registration Number:	4533795	MINDLESS	
Registration Number:	4161494	MINDLESS DIETING	
Registration Number:	4088750	SLIM BY DESIGN	
Registration Number:	4071633	SLIM BY DESIGN	
Serial Number:	86380105	SLIM BY DESIGN	
Serial Number:	86380137	SLIM BY DESIGN	
Registration Number:	4978733	SLIM BY DESIGN	
Registration Number:	4983981	SLIM BY DESIGN	
Registration Number:	4978734	SLIM BY DESIGN	
Registration Number:	4139497	SMARTER LUNCHROOMS	
Registration Number:	4143091	SMARTER LUNCHROOMS	
Registration Number:	4533918	SMARTER LUNCHROOMS	
Registration Number:	4183659	SMARTER LUNCHROOMS	
Registration Number:	3827517	SMARTER LUNCHROOMS	

OP \$590.00 5223735

Property Type	Number	Word Mark
Registration Number:	4158268	SMARTER LUNCHROOMS
Registration Number:	5228623	WELLNESS BY DESIGN
Registration Number:	5228624	WELLNESS BY DESIGN
Registration Number:	5187091	WELLNESS BY DESIGN

CORRESPONDENCE DATA

Fax Number: 8013753865

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: 801-375-6600

Email: ipmail@djplaw.com

Correspondent Name: Richard L. Hill

Address Line 1: 3301 North Thanksgiving Way, Suite 400

Address Line 4: Lehi, UTAH 84043

NAME OF SUBMITTER:	Richard L. Hill
SIGNATURE:	/Richard L. Hill/
DATE SIGNED:	04/13/2018

Total Attachments: 2

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source=2018-04-12 Trademark Assignment SIGNED#page2.tif

TRADEMARK AND TRADE NAME ASSIGNMENT

This Assignment is effective on the date of the signatures given hereunder, by and between **ConsumerPsych Labs, Inc.** an Illinois corporation having a place of business at 159 Reach Run, Ithaca, New York, 14850 or 330 The Parkway, Ithaca, New York 14850 (hereinafter "Assignor"); and **Transformative Health Solutions, LLC** a limited liability company of the State of Delaware having a place of business at 159 Reach Run, Ithaca, New York 14850 (hereinafter "Assignee").

Whereas, Assignor represents that it is the owner of the trademarks and trade names in the document attached hereto ("Attached List") (hereinafter collectively referred to as "Trademark Rights"), and Assignee is desirous of obtaining all of Assignor's right, title and interest in and to said Trademark Rights and said corresponding trademark applications, common law rights and goodwill associated therewith.

Now therefore, for and in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and deliver to Assignee, its successors, assigns and legal representatives, its full and exclusive right, title and interest in and to said Trademark Rights, in the U.S.A. and in all foreign countries, together with any other registrations, recordals, applications, common law rights and the goodwill of the business symbolized by said Trademark Rights and associated therewith.

Assignor agrees to communicate with Assignee any facts known to it relating to said Trademark Rights, and will, upon request, transfer all files to Assignee, testify in any legal proceedings, sign all lawful papers, execute all trademark filing and prosecution documents and generally do all other acts necessary or expedient to assist and enable Assignee to obtain and enforce full benefits from the right, title and interest herein assigned. This assignment shall be binding upon and inure to the benefit of Assignor's executors, administrators, and/or assigns.

Accepted by:

ConsumerPsych Labs, Inc.

By: Brian Wansink

Printed Name: Brian Wansink

Title: President - CEO

Date: 4-12-18

Transformative Health Solutions, LLC

By: Brian Wansink

Printed Name: Brian Wansink

Title: President - CEO

Date: 4-12-18

Attached List

RECORDAL OF TRADEMARK ASSIGNMENT

April 12, 2018

FROM: ConsumerPsych Labs, Inc.
159 Reach Run
Ithaca, New York 14850

v Big Valt

TO: Transformative Health Solutions, LLC
159 Reach Run
Ithaca, New York 14850

<u>Registered Trademarks</u>	<u>Class</u>	<u>Serial No.</u>	<u>Registration No.</u>
HEALTHIER BY DESIGN	16	86,644,653	5,223,735
HEALTHIER BY DESIGN	42	86,590,083	5,223,664
HEALTHY BY DESIGN	16	86,590,002	5,187,079
HEALTHY BY DESIGN	41	86,590,027	5,187,080
HEALTHY BY DESIGN	42	86,590,057	5,187,081
MINDLESS	44	77,912,799	4,533,795
MINDLESS DIETING	41, 44	77,298,697	4,161,494
SLIM BY DESIGN	9	85,135,916	4,088,750
SLIM BY DESIGN	16	85,135,934	4,071,633
SLIM BY DESIGN	21	86,380,105	
SLIM BY DESIGN	25	86,380,137	
SLIM BY DESIGN	41	86,380,202	4,978,733
SLIM BY DESIGN	35, 42	86,380,215	4,983,981
SLIM BY DESIGN	44	86,380,252	4,978,734
SMARTER LUNCHROOMS	9	77,892,721	4,139,497
SMARTER LUNCHROOMS	16	77,892,734	4,143,091
SMARTER LUNCHROOMS	21	85,359,762	4,533,918
SMARTER LUNCHROOMS	35, 43	77,900,006	4,183,659
SMARTER LUNCHROOMS	41	77,892,785	3,827,517
SMARTER LUNCHROOMS	44	77,983,111	4,158,268
WELLNESS BY DESIGN	16	86,600,319	5,228,623
WELLNESS BY DESIGN	41	86,600,384	5,228,624
WELLNESS BY DESIGN	42	86,600,409	5,187,091