

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM473128

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ARS Brands, LLC		05/04/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Active Holdings, LLC		
Street Address:	8954 Lurline Avenue		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85500420	ACTIVE	
Serial Number:	76324474	ACTIVE	
Serial Number:	85500431	ACTIVE	
Serial Number:	85034254	ACTIVE	
Serial Number:	86967933	ACTIVE RIDE SHOP	
Serial Number:	77464814		
CORRESPONDENCE DATA			
Fax Number:			
	<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:	2138915031		
Email:	trademark@buchalter.com		
Correspondent Name:	Jessie Reider, CA Bar 237113		
Address Line 1:	1000 Wilshire Blvd., Suite 1500		
Address Line 2:	Buchalter		
Address Line 4:	Los Angeles, CALIFORNIA 90017-1730		
NAME OF SUBMITTER:	Jessie K Reider, CA Bar No. 237113		
SIGNATURE:	/jkr/		
DATE SIGNED:	05/08/2018		

CH \$165.00 85500420

Total Attachments: 6

source=Active#page1.tif

source=Active#page2.tif

source=Active#page3.tif

source=Active#page4.tif

source=Active#page5.tif

source=Active#page6.tif

Trademark Assignment

WHEREAS Active Sports Lifestyle USA, LLC, a Florida limited liability company with an address of 12178 4th Street, Rancho Cucamonga, CA 91730-6127 and ARS Brands, LLC, a Delaware limited liability company with an address of 12178 4th Street, Rancho Cucamonga, CA 91730-6127 (hereinafter collectively "Assignor") own, have used in its business and/or have rights, title and/or interest in the trademarks, including those represented by the trademark applications and registrations, identified in Exhibit A herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademarks and all common law rights thereto (hereinafter collectively the "Marks");

WHEREAS Active Holdings, LLC, a Delaware limited liability company with an address of 8954 Lurline Avenue, Chatsworth, CA 91311 ("Assignee") desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Marks, all common law rights in and to the Marks, as well as the goodwill symbolized by the Marks, and all on-going and existing business associated with the Marks; and

WHEREAS the parties desire to memorialize the assignment of the Marks and all common law rights in and to the Marks, together with the goodwill of the business symbolized therein, all on-going and existing business associated with the Marks and all common law rights relating thereto, and all rights to recover for past infringement.

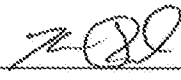
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right title and interest in and to the Marks and all common law rights in and to the Mark, together with the goodwill symbolized by the Marks, all on-going and existing business associated with the Marks and all common law rights relating thereto.

[Signature Page Follows]

AGREED TO AND ACCEPTED BY:

Dated: May 4, 2018

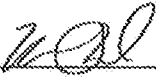
ACTIVE SPORTS LIFESTYLE USA, LLC,
a Florida limited liability company

By: 
Name: Kris Parks
Title: Authorized Signatory

AGREED TO AND ACCEPTED BY:

Dated: May 4, 2018

ARS BRANDS, LLC,
a Delaware limited liability company

By: 
Name: Kris Parks
Title: Authorized Signatory

AGREED TO AND ACCEPTED BY:

Dated: _____

ACTIVE HOLDINGS, LLC,
a Delaware limited liability company

By: _____
Name: _____
Title: _____

[Signature Page to Trademark Assignment - Master]

AGREED TO AND ACCEPTED BY:

Dated: _____

ACTIVE SPORTS LIFESTYLE USA, LLC,
a Florida limited liability company

By: _____

Name: _____

Title: _____

AGREED TO AND ACCEPTED BY:

Dated: _____

ARS BRANDS, LLC,
a Delaware limited liability company

By: _____

Name: _____

Title: _____

AGREED TO AND ACCEPTED BY:

Dated: May 4, 2018

ACTIVE HOLDINGS, LLC,
a Delaware limited liability company

By:  _____

Name: Richard Cohen

Title: Manager

[Signature Page to Trademark Assignment - Master]

EXHIBIT A
Trademarks

Country	Mark	Owner	App. No.	App. Date	Reg. No.	Reg. Date
Australia	Active Composite Logo	ARS Brands, LLC	1695742	05/25/2015	1695742	02/04/2016
Brazil	Active Composite	ARS Brands, LLC	909602018	06/29/2015		
Brazil	Active Composite	ARS Brands, LLC	909602026	06/29/2015		
Brazil	Active Composite	ARS Brands, LLC	909602069	06/29/2015		
Canada	Active Composite Logo	ARS Brands, LLC	1,729,612	05/25/2015		
European Union	Triangle Design	Active Sports Lifestyle USA	6916423	05/16/2008	6916423	02/06/2009
Israel	Active Composite Logo	ARS Brands, LLC	275792	06/24/2015	275792	06/07/2017
Japan	Active Composite Logo	ARS Brands, LLC	2015-049999	05/26/2015		

Japan	Triangle Design	ARS Brands, LLC	2008-037909	05/16/2008	5188636	12/12/2008
Mexico	Active Composite Logo	ARS Brands, LLC	1613562	05/25/2015	1589175	11/13/2015
Mexico	Active Composite Logo	ARS Brands, LLC	1613563	05/25/2015	1592126	11/24/2015
Mexico	Active Composite Logo	ARS Brands, LLC	1613564	05/25/2015	1589176	11/13/2015
New Zealand	Active Composite Logo	ARS Brands, LLC	1020111	05/25/2015	1020111	11/26/2015
Panama	Active Composite Logo	ARS Brands, LLC	241896-01	06/24/2015	241896-01	06/24/2015
Panama	Active Composite Logo	ARS Brands, LLC	241895-01	06/24/2015	241895-01	06/24/2015

Panama	Active Composite Logo	ARS Brands, LLC	241894-01	06/24/2015	241894-01	06/24/2015
United States	ACTIVE	ARS Brands, LLC	85/500,420	12/20/2011	4,848,726	11/10/2015
United States	ACTIVE	ARS Brands, LLC	76/324,474	10/11/2001	3,024,942	12/13/2005
United States	Active Composite Logo	ARS Brands, LLC	85/500,431	12/20/2011	4,848,727	11/10/2015
United States	Active Composite Logo	ARS Brands, LLC	85/034,254	05/10/2010	3,953,785	05/03/2011
United States	ACTIVE RIDE SHOP	ARS Brands, LLC	86/967,933	04/07/2016	5,184,707	04/18/2017
United States	Triangle Design	ARS Brands, LLC	77/464,814	05/02/2008	3,549,713	12/23/2008

Common Law Trademark:
ACTIVE R/S