

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM470335

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CAPBRAN HOLDINGS, LLC		06/30/2017	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	BackLife, Ltd.		
Street Address:	5 A-Haroshet Street		
City:	Or Yehuda		
State/Country:	ISRAEL		
Postal Code:	60375		
Entity Type:	Limited Company: ISRAEL		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3521395	BACK TO LIFE	
Registration Number:	5008165	BACK2LIFE	
Registration Number:	3558192	BACK 2 LIFE	
CORRESPONDENCE DATA			
Fax Number:	7037161180		
<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:	7037161191		
Email:	eteas@gbpatent.com		
Correspondent Name:	Jeffrey H. Handelsman		
Address Line 1:	Greenblum & Bernstein, P.L.C.		
Address Line 2:	1950 Roland Clarke Place		
Address Line 4:	Reston, VIRGINIA 20191-1411		
DOMESTIC REPRESENTATIVE			
Name:	Jeffrey H. Handelsman		
Address Line 1:	Greenblum & Bernstein, P.L.C.		
Address Line 2:	1950 Roland Clarke Place		
Address Line 4:	Reston, VIRGINIA 20191-1411		
NAME OF SUBMITTER:	Jeffrey H. Handelsman		

OP \$90.00 3521395

SIGNATURE:	/Jeffrey H. Handelsman/
DATE SIGNED:	04/18/2018
Total Attachments: 5 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is dated as of June 30, 2017 (the "Effective Date"), by and among Capbran Holdings, LLC ("Assignor") and BackLife, Ltd. ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Transfer Agreement, dated June 30, 2017 (the "Agreement"), pursuant to which Assignor has granted, sold, transferred, assigned, conveyed, and delivered, and Assignee has accepted, the Acquired Assets, as defined in the Agreement;

WHEREAS, Assignor wishes to confirm the grant, sale, transfer, assignment, conveyance, and delivery to Assignee, and Assignee wishes to confirm the acceptance from Assignor of Assignor's entire right, title and interest in and to the Trademarks (as defined in the Agreement) included in the Acquired Assets, including those applications and registrations identified on Schedule A attached hereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

Assignor hereby grants, sells, transfers, assigns, conveys and delivers to Assignee of all right, title and interest of every kind and nature in and to the Trademarks and (i) all goodwill associated therewith; and (ii) any and all applications and registrations relating to the Trademarks, including those identified in Schedule A attached hereto.

Assignor hereby authorizes the United States Patent & Trademark Office and any other trademark office throughout the world to record Assignee as assignee and owner of the right, title and interest in and to the Trademarks.

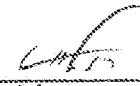
This Assignment shall be construed and interpreted in accordance with the Agreement. Nothing in this Assignment shall, or shall be deemed to, modify or otherwise affect any provisions of the Agreement or affect or modify any of the rights or obligations of the parties under the Agreement. In the event of any conflict between the provisions hereof and the provisions of the Agreement, the provisions of the Agreement shall govern and control. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by all parties hereto. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment and the performance hereunder shall be governed by and construed in accordance with the laws of the State of California. This Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

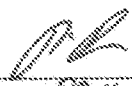

"ASSIGNEE"

Backlife, Ltd.

By: 
Name: Raj Giran
Title: CEO

"ASSIGNOR"

Capbran Holdings, LLC

By: 
Name: 
Title: CEO

SCHEDULE A

TRADEMARKS

Country	Mark	Owner	Appl. No.	Reg. No.	Class	Filing Date	Issue Date	Status
AUS	BACK 2 LIFE	Capbran Holding, LLC	1220757	1220757	010	2008/01/22	2008/01/22	R
AUS	BACK2LIFE (logo)	Capbran Holding, LLC	1249242	1249242	010	2008/07/16	2009/02/09	R
AUS	BACK2LIFE (newly designed logo)	Capbran Holding, LLC	1772267	1772267	10	2016/05/23	2016/05/23	R
CA	BACK2LIFE (newly designed logo)	Capbran Holding, LLC	1784219	-	10	-	-	-
CA	BACK2LIFE (logo)	Capbran Holding, LLC	1407788	TMA772461	010	2008/08/19	2010/07/20	R
CA	BACK2LIFE (color trade dress)	Capbran Holding, LLC	1468358	TMA824960	010	2010/02/04	2012/05/29	R
EG	BACK 2 LIFE	Capbran Holding, LLC	221791	221791	010	2008/09/21	2010/10/26	R
EG	BACK2LIFE (logo)	Capbran Holding, LLC	221790	221790	010	2008/09/21	2010/09/28	R
EUCTM	BACK 2 LIFE	Capbran Holding, LLC	006598536	6598536	010	2008/01/21	2009/01/05	R
EUCTM	BACK2LIFE (logo)	Capbran Holding, LLC	6598528	6598528	010	2008/01/21	2008/12/18	R
EUCTM	BACK2LIFE (color trade dress)	Capbran Holding, LLC	009030156	9030156	010	2010/03/30	2010/12/06	R
EUCTM	BACK2LIFE (profile trade dress)	Capbran Holding, LLC	009030164	9030164	010	2010/03/30	2011/07/18	R
EUCTM	BACK2LIFE (newly designed logo)	Capbran Holding, LLC	15468531	15468531	010	2016/05/24	2016/09/29	R
IL	BACK 2 LIFE	Capbran Holding, LLC	208069	208069	010	2008/01/29	2009/11/08	R
IL	BACK2LIFE (logo)	Capbran Holding, LLC	214519	214519	010	2008/08/27	2010/08/09	R

07496-00002/2819444 2

Country	Mark	Owner	Appl. No.	Reg. No.	Class	Filing Date	Issue Date	Status
JP	BACK2LIFE (logo)	Capbran Holding, LLC	011966/2008	5222737	010	2008/02/20	2009/04/10	R
JP	BACK 2 LIFE	Capbran Holding, LLC	515482008	5228163	010	2008/06/27	2009/05/01	R
KR	BACK 2 LIFE	Capbran Holding, LLC	2008-3142	770197	010	2008/01/22	2008/11/26	R
MX	BACK2LIFE (logo)	Capbran Holding, LLC	956602	1059754	010	2008/08/22	2008/08/29	R
MX	BACK 2 LIFE	Capbran Holding, LLC	956601	1065647	010	2008/08/20	2008/10/09	R
NZ	BACK 2 LIFE	Capbran Holding, LLC	783158	783158	010	2008/01/24	2009/11/12	R
NZ	BACK2LIFE (logo)	Capbran Holding, LLC	794678	794678	010	2008/08/21	2009/02/25	R
NZ	BACK2LIFE (newly designed logo)	Capbran Holding, LLC	1043492	12/23/4760	010	2016/05/23	2016/11/24	R
RU	BACK 2 LIFE	Capbran Holding, LLC	2008701473	376354	010	2008/01/23	2009/04/07	R
RU	BACK2LIFE (logo)	Capbran Holding, LLC	20087276116	389095	010	2008/08/22	2009/09/11	R
SA	BACK 2 LIFE	Capbran Holding, LLC	135047	142809883 (formerly 1101/15)	010	2008/09/06	2009/11/09	R
SA	BACK2LIFE (logo)	Capbran Holding, LLC	135048	142809884 (formerly 1105/83)	010	2008/09/06	2009/11/09	R
CH	BACK2LIFE (logo)	Capbran Holding, LLC	51374/2008	575093	010	2008/08/06	2008/08/06	R
UA	BACK 2 LIFE	Capbran Holding, LLC	m 2008 15916	120248	010	2008/08/27	2010/03/25	R
UA	BACK2LIFE (logo)	Capbran Holding, LLC	m 2008 15915	120247	010	2008/08/27	2010/03/25	R
USA	BACK TO LIFE	Capbran Holding, LLC	77128957	3521395	010	2007/03/12	2008/10/21	R
USA	BACK 2 LIFE	Capbran Holding, LLC	77128976	3558192	010	2007/03/12	2009/01/06	R
USA	BACK2LIFE (logo)	Capbran Holding, LLC	77343006	3581450	010	2007/12/03	2009/02/24	R

07496-00002/2815444 2

Country	Mark	Owner	Appl. No.	Reg. No.	Class	Filing Date	Issue Date	Status
USA	BACK2LIFE (color trade dress)	Capbran Holding, LLC	77838637	3844989	010	2009/09/30	2010/09/07	R
USA	BACK2LIFE (newly designed logo)	Capbran Holding, LLC	86796688	5120763	010	2015/10/22	2017/01/20	R
USA	BACK2LIFE (one word)	Capbran Holding, LLC	86893584	5008165	010	2016/02/01	2016/07/26	R

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