

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM478477

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guthy-Renker LLC		06/05/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	The Body Firm, LLC		
Street Address:	100 N. Sepulveda Blvd., 16th Floor		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87705606	BODY FIRM	
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:	Daniel M. Cislo, Esq.		
Address Line 1:	12100 Wilshire Blvd., Suite 1700		
Address Line 4:	Los Angeles, CALIFORNIA 90025-7103		
NAME OF SUBMITTER:	Daniel M. Cislo, Esq.		
SIGNATURE:	/Daniel M. Cislo/		
DATE SIGNED:	06/18/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, the undersigned for Guthy-Renker LLC, a Delaware limited liability company, having their principal place of business located at 100 N. Sepulveda Blvd., Ste. 1900, El Segundo, California 90245, (hereinafter ASSIGNOR), has developed a business pertaining to the mark BODY FIRM (hereinafter the MARK), which is a pending application at the United States Patent and Trademark Office assigned Application Serial No. 87/705,606;

WHEREAS, The Body Firm, LLC, a Delaware limited liability company, having its principal place of business located at 100 N. Sepulveda Blvd., 16th Floor, El Segundo, California 90245 (hereinafter ASSIGNEE), a subsidiary of and the successor to the ongoing and existing business, or portion thereof, to which the MARK pertains, of ASSIGNOR, is desirous of acquiring the MARK, the business and the goodwill symbolized thereby, and the aforementioned trademark application therefor; and

WHEREAS, ASSIGNOR is desirous of assigning the MARK in the aforementioned trademark application and the business to which the MARK pertains, along with good will thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the MARK, the assets of the MARK, the goodwill associated therein and the trademark application of the MARK.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 5 day of June, 2018.

GUTHY-RENKER LLC

DocuSigned by:
Stephanie Blackman
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Signature

Stephanie Blackman

Name

COO & General Counsel

Officer Title