

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM481703

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Genesis Today, Inc.		04/20/2018	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	United IP, LLC		
Street Address:	1541 Champion Drive		
City:	Carrollton		
State/Country:	TEXAS		
Postal Code:	75006		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Serial Number:	87269792	GOJI 100	
Serial Number:	87405954	SEAPURE7	
Registration Number:	5275370	SEA BUCKTHORN 100	
Registration Number:	5274934	ACAI 100	
Registration Number:	5270387	NONI 100	
Registration Number:	5246424	TOTAL GOJI 100	
Registration Number:	4624628	GENESIS TODAY	
Registration Number:	4968267	ENERGIZE PROTEIN	
Registration Number:	4968265	ACAI BERRY CLASSIC	
Registration Number:	4817343	NATURE TRIM 5	
Registration Number:	4917763	GENESSENTIALS	
Registration Number:	4817322	ENERGIZE PROTEIN	
Registration Number:	4817321	TRIM PROTEIN	
CORRESPONDENCE DATA			
Fax Number:	2149993623		
<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:	2149994344		
Email:	ipdocketing@foley.com		

OP \$340.00 87269792

Correspondent Name: Michael W. Dubner
Address Line 1: 2021 McKinney Avenue
Address Line 2: Suite 1600
Address Line 4: Dallas, TEXAS 75201

NAME OF SUBMITTER: Michael W. Dubner

SIGNATURE: /Michael W. Dubner/

DATE SIGNED: 07/13/2018

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (hereinafter “**Assignment**”) made effective April 20, 2018 (the “**Effective Date**”), is by and between Genesis Today, Inc., a Texas corporation, having an address of 6800 Burleson Road, Suite 180, Austin, Texas 78744 (“**Assignor**”), and United IP, LLC, a Delaware limited liability company, having an address of 1541 Champion Drive, Carrollton, Texas 75006 (“**Assignee**”). Assignor and Assignee are collectively referred to herein as the “Parties.”

WHEREAS, Assignor owns the entire rights, title and interest in and to the trademarks and trademark registrations (hereinafter referred to collectively as “**Trademarks**”) listed on the attached Schedule 1;

WHEREAS, in connection with that certain Intellectual Property Purchase Agreement dated as of the date hereof, between Assignor, Assignee, and the other parties thereto, Assignor has agreed to assign to Assignee the entire right, title and interest in and to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, and any and all common law rights of such Assignor to the Trademarks; and

WHEREAS, Assignee desires to obtain the entire right, title and interest in and to said Trademarks, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, and any and all common law rights of such Assignor to the Trademarks, all on the terms and conditions set forth in this Assignment.

NOW, THEREFORE, in consideration for the foregoing premises, and for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Parties agree as follows:

1. Assignment. Assignor does hereby sell, assign and transfer to said Assignee all right, title and interest in and to the Trademarks, together with the goodwill associated therewith, any and all common law rights of Assignor to such Trademarks, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect hereto, and in and to all causes of action, either in law or in equity for past, present or future infringement of said Trademarks, and in and to all rights corresponding to the foregoing throughout the world.

2. Further Assurances. Assignor agrees to execute all papers and to perform such other proper acts as said Assignee may deem necessary to secure to Assignee or to its designee the rights herein assigned, including, but not limited to, executing and delivering to Assignee all such further instruments, assignments, assurances and other documents as Assignee may reasonably request or as may be necessary to more fully assign and convey to and vest in Assignee all rights herein assigned.

3. Counterparts. This Assignment may be executed in counterparts, each of which when executed shall be deemed to be an original but both of which taken together shall constitute one and the same agreement.

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IN WITNESS WHEREOF, the Parties have caused this Assignment to be duly executed to be effective as of the Effective Date.

ASSIGNOR:

Genesis Today, Inc. _____

By: _____

Title: _____

STATE OF _____ §

COUNTY OF _____ §

On this _____ day of _____, personally appeared before me _____, known to me to be the _____ of _____, the Assignor named in the foregoing Agreement, and acknowledged that he/she executed the foregoing Agreement on behalf of said Assignor and pursuant to authority duly received.

Notary Public, State of _____

ASSIGNEE:

United IP, LLC _____

By: Marquon D. Felix _____

Title: Vice President _____

STATE OF Texas §

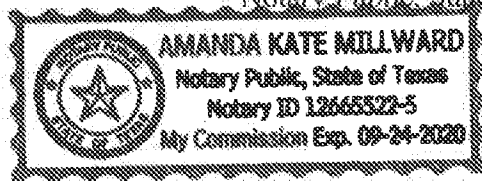
COUNTY OF Dallas §

On this 4th day of April, personally appeared before me Marquon D. Felix, known to me to be the Vice President of United IP, LLC, the Assignee named in the forgoing Agreement, and acknowledged that he/she executed the foregoing Agreement on behalf of said Assignee and pursuant to authority duly received.

Amanda
Notary Public, State of Texas

Trademark Assignment

Signature Page



IN WITNESS WHEREOF, the Parties have caused this Assignment to be duly executed to be effective as of the Effective Date.

ASSIGNOR:

[Signature]

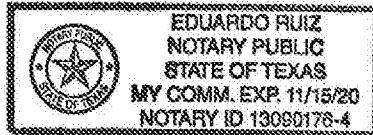
By: Andrew Bergard

Title: CFO

STATE OF Texas §

COUNTY OF Travis §

On this 17 day of April 2019, personally appeared before me Andrew Alan Bergard, known to me to be the CFO of Genesis Today, the Assignor named in the foregoing Agreement, and acknowledged that he/she executed the foregoing Agreement on behalf of said Assignor and pursuant to authority duly received.



[Signature]
Notary Public, State of Texas

ASSIGNEE:

By: _____

Title: _____

STATE OF _____ §

COUNTY OF _____ §

On this _____ day of _____, personally appeared before me _____, known to me to be the _____ of _____, the Assignee named in the forgoing Agreement, and acknowledged that he/she executed the foregoing Agreement on behalf of said Assignee and pursuant to authority duly received.

Notary Public, State of _____

SCHEDULE 1

All registered, unregistered, and common law trademarks and other interests, past and present, in trademarks of Assignor, including, but not limited to, the following:

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	87269792		GOJI 100	TSDR	LIVE
2	87405954		SEAPURE7	TSDR	LIVE
3	87293761	5275370	SEA BUCKTHORN 100	TSDR	LIVE
4	87269660	5274934	ACAI 100	TSDR	LIVE
5	87293725	5270387	NONI 100	TSDR	LIVE
6	87293788	5246424	TOTAL GOJI 100	TSDR	LIVE
7	86231683	4624628	GENESIS TODAY	TSDR	LIVE
8	86776252	4968267	ENERGIZE PROTEIN	TSDR	LIVE
9	86776216	4968265	ACAI BERRY CLASSIC	TSDR	LIVE
10	86521753	4817343	NATURE TRIM 5	TSDR	LIVE
11	86521747	4917763	GENESSENTIALS	TSDR	LIVE
12	86521036	4817322	ENERGIZE PROTEIN	TSDR	LIVE
13	86521027	4817321	TRIM PROTEIN	TSDR	LIVE
14	In process	In process	LIQUID CALLOGEN PEPTIDES		In process
15	In process	In process	ORAC FUSION 5		In process