

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM483328

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Cover Sheet that identified Receiving Party as Hylete, LLC and it should read: Hylete, Inc. previously recorded on Reel 006388 Frame 0645. Assignor(s) hereby confirms the actual original assignment is accurate.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Gracedbygrit, Inc.		06/01/2018	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Hylete, Inc.
Street Address:	560 Stevens Avenue
City:	Solana Beach
State/Country:	CALIFORNIA
Postal Code:	92075
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	4573183	GRACEDBYGRIT
Serial Number:	87760779	GRACEDBYGRIT GRITTYGIRLS

CORRESPONDENCE DATA

Fax Number: 6197445429
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: 6195253826
Email: pamela.lawson@procopio.com
Correspondent Name: Patric J. Rawlins - Procopio, et al.
Address Line 1: 525 B Street, Suite 2200
Address Line 4: San Diego, CALIFORNIA 92101

NAME OF SUBMITTER:	Pamela E. Lawson
SIGNATURE:	/Pamela E. Lawson/
DATE SIGNED:	07/25/2018

Total Attachments: 4

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OP \$65.00 4573183

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM483051

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gracedbygrit, Inc.		06/01/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Hylete, LLC		
Street Address:	560 Stevens Avenue		
City:	Solana Beach		
State/Country:	CALIFORNIA		
Postal Code:	92075		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4573183	GRACEDBYGRIT	
Serial Number:	87760779	GRACEDBYGRIT GRITTYGIRLS	
CORRESPONDENCE DATA			
Fax Number:	6197445429		
<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:	6195253829		
Email:	pamela.lawson@procopio.com		
Correspondent Name:	Patric J. Rawlins - Procopio, et al.		
Address Line 1:	525 B Street, Suite 2200		
Address Line 4:	San Diego, CALIFORNIA 92101		
NAME OF SUBMITTER:	Pamela E. Lawson		
SIGNATURE:	/Pamela E. Lawson/		
DATE SIGNED:	07/23/2018		
Total Attachments: 3			
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OP \$65.00 4573183

ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK, effective as of June 1, 2018 is made and entered into by and among Gracedbygrit, Inc., a Delaware corporation ("Assignor"), and Hylete, Inc., a Delaware corporation ("Assignee").

A. Pursuant to that certain Asset Purchase Agreement, dated June 1, 2018, by and between Assignor and Assignee, Assignee has purchased, among other things, the registered trademark and pending trademark application set forth on Schedule A together with the goodwill of the business symbolized by the registered trademark and the pending trademark application ("Acquired Trademarks").

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

1. Assignment. Assignor hereby sells, transfers, assigns, conveys and delivers to Assignee, and Assignee hereby purchases, acquires, assumes and accepts from Assignor, all right, title and interest in and to the Acquired Trademarks, including all rights therein provided by international conventions and treaties, and all rights of renewals that relate to the Acquired Trademarks, and all rights to sue and recover damages for past, present and future infringement, dilution, misappropriation, unlawful limitation or other violation thereof or conflict therewith, and all goodwill associated with the business symbolized by the Acquired Trademarks and any of the foregoing.

2. Further Assurances: Authorization. Assignor will timely execute and deliver any additional documents as may be required to complete the transfer, recordation or perfection of the Acquired Trademarks to Assignee. Assignor hereby authorizes and requests the United States Patent and Trademark Office and any official of any other applicable Governmental Authority to issue any and all registrations and renewals related to the Acquired Trademarks to and in the name of Assignee.

3. Purchase Agreement. It is expressly understood nothing herein in any manner terminates, amends, modifies, enlarges or limits any representations, covenants, agreements, warranties or indemnities of any Party contained in the Purchase Agreement.

4. Governing Law. This Agreement will be governed by, and construed in accordance with, the laws of the State of California.

5. Successors and Assigns. This Assignment shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns.

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IN WITNESS WHEREOF, each party has caused this Assignment of Trademark to be executed by its duly authorized representative as of the Effective Date.

GRACEDBYGRIT, INC.

By: _____

Name: Kimberly Caccavo

Title: CEO

HYLETE, INC.

By: _____

Name: Ron Wilson

Title: CEO

SCHEDULE A

<u>Mark</u>	<u>Serial No.</u>	<u>Registration No.</u>	<u>Registration Date</u>
GRACEDBYGRIT	85834351	4573183	July 22, 2014
GRACEDBYGRIT GRITTYGIRLS	87760779		