

900458415 07/16/2018

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM481996

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Conscious Supply Co. Limited, <i>a New Zealand Corporation</i>		07/12/2018	Corporation: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	Ketologie LLC, <i>a Texas Limited Liability Company</i>		
Street Address:	5307 E. Mockingbird Lane, 5th Floor		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75206		
Entity Type:	Corporation: TEXAS <i>Limited Liability Company</i>		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5196832	KETOLOGIE	
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:	310-980-7440		
Email:	svegh@veghlaw.com		
Correspondent Name:	Stephen Z. Vegh-Vegh IP Legal		
Address Line 1:	1240 Rosecrans Ave, Suite 120		
Address Line 4:	Manhattan Beach, CALIFORNIA 90266		
NAME OF SUBMITTER:	Stephen Z. Vegh		
SIGNATURE:	/Stephen Z. Vegh/		
DATE SIGNED:	07/16/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT
BETWEEN CONSCIOUS SUPPLY CO. AND KETOLOGIE LLC

WHEREAS Conscious Supply Co Limited, a New Zealand Corporation having its principal place of business at Enable Accounting, 297 Tuhirangi Road, RD 4, Warkworth 0984 New Zealand, (hereinafter "Assignor") is the owner of all right, title and interest in the Ketologie service mark, United States trademark no. 5,196,832 registered in International Class 044 on providing a website featuring information and advice in the fields of diet, weight loss, diet planning and lifestyle wellness (hereinafter "the Trademark Registration");

WHEREAS Ketologie LLC, a Texas limited liability company, having its principal place of business at 5307 E Mockingbird Lane, 5th Floor, Dallas, Texas 75206 (hereinafter "Assignee"), desires to acquire Assignor's entire right, title and interest in the Trademark Registration, including but not limited to the right to pursue any and all legal and equitable claims before the United States Trademark Trial and Appeals Board and/or the various district courts of the United States in order to protect the Trademark Registration from a likelihood of confusion, infringement, dilution, and other causes.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee all right, title and interest in and to the Trademark Registration throughout the world, together with the goodwill symbolized by said trademark and registration.

IN TESTIMONY WHEREOF, Assignor has caused this instrument to be signed by its duly authorized representative, and attested to this 12th day of July, 2018.

By: Tracey King
Printed Name: TRACEY KING
Title: COMPANY DIRECTOR

Signature Witnessed By me
BRAIN James Williams Kinghorn
10 King Street
Richmond
Nelson 7020 NZ.

12th July 2018.
Insurance Loss Adjuster 