

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM490457

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Active Partners, LLC		09/17/2018	Limited Liability Company: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mammoth Holdings, LLC		
<b>Street Address:</b>	P.O. Box 19762		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30325		
<b>Entity Type:</b>	Limited Liability Company: GEORGIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5345933	LOOK YOUR BEST EVERY DAY.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8032559831		
<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>			
<b>Phone:</b>	803-799-2000		
<b>Email:</b>	ip@nelsonmullins.com		
<b>Correspondent Name:</b>	Nelson Mullins Riley & Scarborough LLP		
<b>Address Line 1:</b>	301 S. College St.		
<b>Address Line 2:</b>	23rd Floor, IP Department		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28202		
<b>ATTORNEY DOCKET NUMBER:</b>	055457/09002		
<b>NAME OF SUBMITTER:</b>	Charles G. Zug		
<b>SIGNATURE:</b>	/cgz/		
<b>DATE SIGNED:</b>	09/18/2018		
<b>Total Attachments: 4</b>			
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## ASSIGNMENT OF TRADEMARKS

WHEREAS, Active Partners, LLC, a Georgia limited liability company (hereinafter referred to as "Assignor"), whose principal address is 2195 Defoor Hills Road, Atlanta, GA 30318, USA, is the sole owner of the trademarks and service marks listed on the attached Schedule A, including but not limited to applications and registrations with the United States Patent and Trademark Office ("USPTO") and those certain countries (the "Countries") which are expressly identified by Serial Number and Registration Number on the attached Schedule A (collectively, all such trademarks and service marks listed on Schedule A referenced herein as the "Trademarks"); and

WHEREAS, Mammoth Holdings, LLC, a Georgia limited liability company (referred to as "Assignee"), whose principal address is P. O. Box 19762, Atlanta, GA 30325, is purchasing Assignor's entire right, title, and interest in and to, and the goodwill associated with, the Trademarks; and

WHEREAS, Assignor has agreed to execute and deliver this Assignment of Trademarks, for recording with the USPTO and corresponding entities or agencies in any applicable jurisdictions worldwide.

NOW, THEREFORE, in consideration of the mutual promises herein contained, the sum of One Dollar (\$1.00 U.S.), and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, intending to be legally bound, the Assignor by these presents (the "Assignment"), with effect as of September 17, 2018, does hereby irrevocably sell, convey, assign and transfer unto said Assignee, and Assignee hereby accepts, all of Assignor's entire right, title, and interest in and to the following ("the Assigned Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks:

(a) the trademarks, service marks, and trademark/service mark applications and registrations set forth on Schedule A hereto and all issuances, extensions, and renewals thereof worldwide;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

Recordation and Further Actions. Assignor hereby binds itself, its heirs, legal representatives, administrators and assigns properly to cooperate in the Assignee's recordation of title, maintenance and protection of said Assigned Trademarks, and to execute, without any further consideration or remuneration, any and all applications, petitions, oaths and assignments or other agreements, papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer and conveyance hereby made or intended to be made, and to communicate to said Assignee or its representatives and assigns all facts known to the undersigned respecting said Assigned Trademarks, whenever requested, and to testify in any interference proceeding or other legal proceedings in which said Assigned Trademarks, or any other trademark owned by Assignor may be at issue. The Commissioner of Patents and Trademarks for the USPTO and the applicable authority in the Countries are hereby requested to record this Assignment of the Assigned Trademarks to the Assignee. Following the date hereof, upon Assignee's request, Assignor shall take such additional steps and actions as discussed above, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including but not limited to the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents (collectively, hereafter, the "Documents"), as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto; provided, however, that Assignee shall solely be responsible for Assignee's attorney's fees related to the preparation and filing of the Documents and recording the assignment or registration of the Assigned Trademarks.

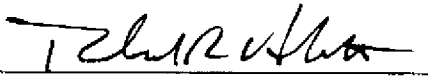
Successors and Assigns. This Assignment of Trademarks shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

Counterparts. This Assignment of Trademarks may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment of Trademarks.


*[Signatures on the next page]*

IN WITNESS WHEREOF, this Assignment is executed on September 17, 2018.

**Active Partners, LLC**  
(“Assignor”)

By:   
Name: Richard Hackett  
Title: Manager

**Mammoth Holdings, LLC**  
(“Assignee”)

By:   
Name: Richard Hackett  
Title: Manager

[Signature Page to Assignment of Trademarks]

**TRADEMARK**  
**REEL: 006440 FRAME: 0475**

**Schedule A**

**List of Trademarks**

	<b>Trademark</b>	<b>Registration/ Application Number</b>	<b>Status</b>	<b>Class(es)</b>	<b>Country</b>	<b>Registered Owner</b>
1	<b>LOOK YOUR BEST EVERY DAY</b>	5,345,933	Alive	37	US	Active Partners, LLC