

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM491404

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BD Health Partners LLC		09/25/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Ideoclick, Inc.		
Street Address:	568 1st Ave S #600		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98104		
Entity Type:	Corporation: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4584340	JACKEDPACK	
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:	4254420877		
Email:	paulb@ideoclick.com		
Correspondent Name:	Paul William Boyer		
Address Line 1:	568 1st Ave S #600		
Address Line 4:	Sammamish, WASHINGTON 98104		
NAME OF SUBMITTER:	Paul W. Boyer		
SIGNATURE:	/Paul W. Boyer/		
DATE SIGNED:	09/25/2018		
Total Attachments: 1			
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OP \$40.00 4584340

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the 1st day of September, 2018 (“Effective Date”), by and between **BD Health Partners LLC**, a Delaware limited liability company (“Assignor”), and **Ideoclick, Inc.**, a Washington corporation (“Assignee”). Assignee and Assignor are sometimes referred to herein individually as a “Party” and collectively as “Parties.”

RECITALS

WHEREAS, Assignor owns U.S. Trademark Reg. No. 4584340 for the mark JACKED PACK for “on-line ordering services featuring a subscription service enabling customers to sample dietary and nutritional supplements” in the United States (“Mark”).

WHEREAS, Assignor and Assignee executed an Asset Purchase Agreement whereby Assignee purchased Assignor’s JackedPack business, including the trademarked name of the business (the “Transaction”).

WHEREAS, in order to complete all elements of the Transaction, Assignor agrees to assign the Mark to Assignee upon the terms and conditions set forth in this Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, effective as of the date first written above, Assignor does hereby assign and transfer unto Assignee all of its right, title and interest in and to the Mark, and the related goodwill of the business symbolized by and associated with said Mark.

IN WITNESS WHEREOF, the Parties hereto have duly executed this Trademark Assignment as of the Effective Date.

ASSIGNOR:

ASSIGNEE:

BD HEALTH PARTNERS LLC

IDEOCLICK, LLC

By: Brodie Lewis

By: [Signature]

Name: Brodie Alexander Lewis

Name: W. Justin Leigh

Title: Partner

Title: CEO

Date: 09/25/18

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