

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM490329

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	01/10/2018		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
H&L Productions Corp.		06/15/2018	Corporation: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Betterwith Brands, Inc.		
<b>Street Address:</b>	1925 Mathers Avenue		
<b>City:</b>	West Vancouver, BC		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	V7V 2G9		
<b>Entity Type:</b>	Corporation: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76718822	BETTERWITH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4156597357		
<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>	415.836.2557		
<b>Email:</b>	TMDocket@dlapiper.com		
<b>Correspondent Name:</b>	Heather A. Dunn, Esq.		
<b>Address Line 1:</b>	555 Mission Street, Suite 2400		
<b>Address Line 2:</b>	394281-900104		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94105-2933		
<b>ATTORNEY DOCKET NUMBER:</b>	394281-900104		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Heather A. Dunn, Esq.		
<b>Address Line 1:</b>	555 Mission Street, Suite 2400		
<b>Address Line 2:</b>	394281-900104		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94105-2933		
<b>NAME OF SUBMITTER:</b>	Heather A. Dunn, Esq. DLA Piper LLP (US)		

<b>SIGNATURE:</b>	/Heather Dunn/
<b>DATE SIGNED:</b>	09/17/2018
<b>Total Attachments: 1</b> source=Assignment 2018#page1.tif	

## ASSIGNMENT

This Assignment is made on January 10, 2018 (the "Effective Date"), between H&L Productions Corp. ("Assignor"), whose principal office or place of business is 2887 West Broadway, Vancouver, British Columbia, V6K 2G8 CANADA, and Betterwith Brands Inc., ("Assignee"), whose principal office or place of business is 1925 Mathers Avenue, West Vancouver, British Columbia, V7V 2G9 CANADA.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor as full beneficial owner hereby sells, assigns, and transfers unto the Assignee all of its right, title and interest in and to the United States of America trade-mark application No. 76/718,822 for BETTERWITH, together with all the benefit of any use of the trademark, and the goodwill of the business relating to the said trademark and to the goods or services associated with them, to hold unto the Assignee absolutely, and as fully and effectively as they would have been held by the Assignor had this Assignment not been made.

The Assignee hereby appoints DLA Piper LLP as the firm to whom any notice in respect of the assignment or the Assignee's application/registration of the said trade-mark may be sent, and upon whom service of any proceedings in respect of the assignment or the Assignee's application/registration of the said trademark may be given or served with the same effect as if they had been given to or served upon it.

Each of the parties executed this Assignment on the dates below, with effect as of the Effective Date.

H&L Productions Corp.

By

Authorized Signatory

As

DIRECTOR

Title of Authorized Signatory

Date

June 15, 2018

Betterwith Brands Inc.

By

Authorized Signatory

As

CEO

Title of Authorized Signatory

Date

June 15, 2018