

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM497404

<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>
ComsumerPsych Labs, Inc.		11/07/2018	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Transformative Health Solutions, LLC		
<b>Street Address:</b>	159 Reach Run		
<b>City:</b>	Ithaca		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14850		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3530005	MINDLESS EATING	
<b>Registration Number:</b>	3530008	MINDLESS EATING	
<b>Registration Number:</b>	3625263	MINDLESS EATING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8013753865		
<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>	801-375-6600		
<b>Email:</b>	ipmail@djplaw.com		
<b>Correspondent Name:</b>	Richard L. Hill		
<b>Address Line 1:</b>	3301 North Thanksgiving Way, Suite 400		
<b>Address Line 4:</b>	Lehi, UTAH 84043		
<b>NAME OF SUBMITTER:</b>	Richard L. Hill		
<b>SIGNATURE:</b>	/Richard L. Hill/		
<b>DATE SIGNED:</b>	11/08/2018		
<b>Total Attachments: 2</b>			
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source=2018-11-07 Second Trademark Assignment - ConsumerPsych SIGNED#page2.tif			

OP \$90.00 3530005

**TRADEMARK AND TRADE NAME ASSIGNMENT**

This Assignment is effective on the date of the signatures given hereunder, by and between **ConsumerPsych Labs, Inc.** an Illinois corporation having a place of business at 159 Reach Run, Ithaca, New York, 14850 or 330 The Parkway, Ithaca, New York 14850 (hereinafter "Assignor"); and **Transformative Health Solutions, LLC** a limited liability company of the State of Delaware having a place of business at 159 Reach Run, Ithaca, New York 14850 (hereinafter "Assignee").

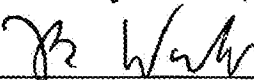
Whereas, Assignor represents that it is the owner of the trademarks and trade names in the document attached hereto ("Attached List") (hereinafter collectively referred to as "Trademark Rights"), and Assignee is desirous of obtaining all of Assignor's right, title and interest in and to said Trademark Rights and said corresponding trademark applications, common law rights and goodwill associated therewith.

Now therefore, for and in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and deliver to Assignee, its successors, assigns and legal representatives, its full and exclusive right, title and interest in and to said Trademark Rights, in the U.S.A. and in all foreign countries, together with any other registrations, recordals, applications, common law rights and the goodwill of the business symbolized by said Trademark Rights and associated therewith.


Assignor agrees to communicate with Assignee any facts known to it relating to said Trademark Rights, and will, upon request, transfer all files to Assignee, testify in any legal proceedings, sign all lawful papers, execute all trademark filing and prosecution documents and generally do all other acts necessary or expedient to assist and enable Assignee to obtain and enforce full benefits from the right, title and interest herein assigned. This assignment shall be binding upon and inure to the benefit of Assignor's executors, administrators, and/or assigns.

Accepted by:

**ConsumerPsych Labs, Inc.**

By: 

Printed Name: Brian Wansink

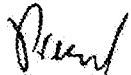
Title: 

Date: 11-7-18

**Transformative Health Solutions, LLC**

By: 

Printed Name: Brian Wansink

Title: 

Date: 11-7-18

Attached List

RECORDAL OF TRADEMARK ASSIGNMENT

November 6, 2018

**FROM:** ConsumerPsych Labs, Inc.  
159 Reach Run  
Ithaca, New York 14850

**TO:** Transformative Health Solutions, LLC  
159 Reach Run  
Ithaca, New York 14850

<u>Registered Trademarks</u>	<u>Class</u>	<u>Serial No.</u>	<u>Registration No.</u>
MINDLESS EATING	9	77,297,769	3,530,005
MINDLESS EATING	16	77,298,288	3,530,008
MINDLESS EATING	41, 44	77,298,305	3,625,263