

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM499046

<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>
Consumer Health Brands, Inc		11/19/2018	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	IP Mark Holding Co.		
<b>Street Address:</b>	3858 Walnut Street, Suite 168		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80205		
<b>Entity Type:</b>	Limited Liability Company: COLORADO		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4647505	DEFY	
<b>Registration Number:</b>	5052192	DEFY	
<b>Registration Number:</b>	4843775	DEFY FOR THE ACTIVE SOCIAL LIFESTYLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7205365023		
<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>	3038398700		
<b>Email:</b>	reilly@iplawdenver.com		
<b>Correspondent Name:</b>	Reilly Intellectual Property Law Firm		
<b>Address Line 1:</b>	1888 N. SHERMAN STREET, SUITE 200		
<b>Address Line 4:</b>	Denver, COLORADO 80203		
<b>NAME OF SUBMITTER:</b>	Ellen Reilly		
<b>SIGNATURE:</b>	/ellen reilly/		
<b>DATE SIGNED:</b>	11/20/2018		
<b>Total Attachments: 2</b>			
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**EXHIBIT 1**

**Assignment of Trademarks**

WHEREAS, Consumer Health Brands, Inc., a corporation, having its principal place of business at P.O. Box 2633, Morgan Hill, CA 95038, owns state, federal and/or common law trademark rights in, and is using in commerce, the marks set forth in Schedule A (the "Trademarks"), and;

WHEREAS, Consumer Health Brands, Inc is assigning, for good and valuable consideration, all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, to IP Mark Holding Co. LLC, a corporation, having its principal place of business at 3858 Walnut Street, Suite 168, Denver, Colorado 80205, as part of the portion of the business thereof to which the marks pertain as required by 15 U.S.C. §1060;

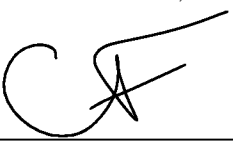
WHEREAS, IP Mark Holding Co. LLC, is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Consumer Health Brands, Inc hereby assigns to IP Mark Holding Co. LLC all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by said Trademarks.

Signed on this 19 day of NOVEMBER, 2018

ASSIGNOR

Consumer Health Brands, Inc.

By:  \_\_\_\_\_

Title: PRESIDENT & CEO

SCHEDULE A

Trademark	Country	Serial No. / Filing Date	Goods/Services	Reg. No. / Reg. Date
DEFY	U.S.	85/949,588 June 3, 2013	IC 32: Non-alcoholic beverages, namely, recovery sports drinks, energy drinks, sports drinks and fruit juice drinks, all the foregoing enhanced with vitamins, minerals, and nutrients.	4,647,505 December 2, 2014
DEFY	U.S.	86/344,623 July 2, 2014	IC 5: Vitamin, mineral and nutrient enhanced liquid vitamin drinks for purposes of enhancing mental alertness in adults desiring to maintain health, mental alertness and enhance personal well-being, excluding nutritional food bars for use as meal replacements and supplements in tablet or capsule form.	5,052,192 October 4, 2016
DEFY FOR THE ACTIVE SOCIAL LIFESTYLE	U.S.	86/279,224 May 13, 2014	IC 5: Nutritionally fortified beverages.	4,843,775 November 3, 2015