

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM502567

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Powerhouse Brands, Inc.		12/17/2018	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	Live Life Smart, Inc.		
Street Address:	480 Forest Avenue		
City:	Locust Valley		
State/Country:	NEW YORK		
Postal Code:	11560		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4766809	IQ JUICE	
Registration Number:	4865174	IQ JUICE DRINK	
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:	9149499550		
Email:	nsiesel@trademarklawesq.com		
Correspondent Name:	Law Offices of Nikki Siesel PLLC		
Address Line 1:	777 Westchester Avenue		
Address Line 2:	Suite 101		
Address Line 4:	White Plains, NEW YORK 10604		
NAME OF SUBMITTER:	Nikki Siesel		
SIGNATURE:	/Nikki Siesel/		
DATE SIGNED:	12/18/2018		
Total Attachments: 3			
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OP \$65.00 4766809

TRADEMARK ASSIGNMENT

WHEREAS, **POWERHOUSE BRANDS, INC.**, a Nevada corporation having an address at 480 Forest Avenue, Locust Valley, New York 11560 ("Assignor") has adopted, owns and is using the trademarks referred to in the attached Schedule which Assignor owns the federal registrations on the Principal Register of the United States Patent and Trademark Office for the goods identified therein and Assignor owns the common law rights ("The Marks") and

WHEREAS, **LIVE LIFE SMART, INC.**, a New York corporation having an address at 480 Forest Avenue, Locust Valley, New York 11560 ("Assignee") desires to acquire the Marks, (listed in the attached Schedule) and common law rights therefor;

NOW THEREFORE, that for and in consideration of the sum of One Dollar to it in hand paid, and other good and valuable consideration, the legal sufficiency of which is hereby acknowledged and received, Assignor hereby sells, assigns, and transfers to Assignee all right, title and interest in and to each of the Marks (identified in the Schedule attached hereto), together with the goodwill of the business symbolized by the Marks, and all common law rights thereof.

All causes of action, whether prior, present or future, for infringement or violation of the Marks are hereby assigned to Assignee and Assignee is hereby empowered to bring, prosecute, defend and appear in suits, actions and proceedings of any nature under or concerning said Marks; and any infringements thereof or interference with any of the rights hereby granted thereunder, in its own name and at its own expense, and at its option. Any recovery of costs from infringement or violation of any such trademark rights concerning the Marks, so far as it arises from any violation of said rights hereby assigned is likewise assigned to and shall be paid to Assignee.

Once this Agreement has been duly executed by both the Assignor and Assignee, it will constitute a legal, valid, and binding agreement of the Assignor, enforceable against him in accordance with its terms upon its execution. Assignor agrees that Assignee may record this

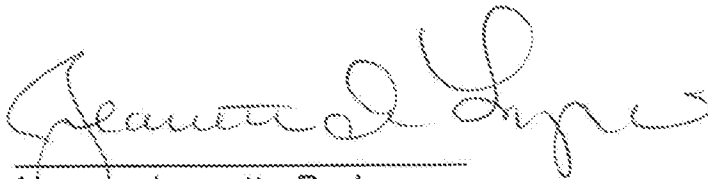
document, as needed to effectuate this transfer.

IN WITNESS WHEREOF,

The parties have executed this Assignment by their respective duly authorized representatives effective as of the date below.

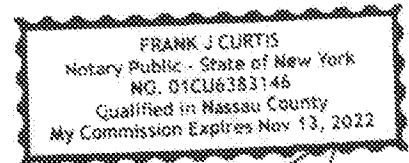
ACKNOWLEDGED AND AGREED:

Powerhouse Brands, Inc.
("Assignor")



Name: Jeanette De Lyra
Title: President

Dated: 12-17-18



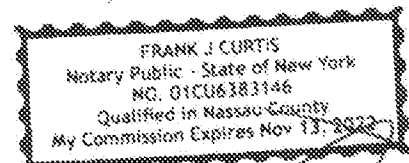
ACKNOWLEDGED AND AGREED:

Live Life Smart, Inc.
("Assignee")



Name: Dan Ehrlich
Title: CEO

Dated: 12/17/18



SCHEDULE

<u>MARK</u>	<u>U.S SERIAL#</u>	<u>U.S. REG.#</u>	<u>REG. DATE</u>
IQ JUICE	86051434	4766809	July 7, 2015
IQ JUICE DRINK & Design	85764614	4865174	December 8, 2015