

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM505635

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sound Probiotics, LLC		08/21/2018	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	Lovebug Nutrition, Inc.		
Doing Business As:	LoveBug Probiotics		
Street Address:	115 East 34th Street		
Internal Address:	Suite 1506		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10156		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87464073	NO GUTS. NO GLORY.	
CORRESPONDENCE DATA			
Fax Number:	6173646187		
<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:	6175427400		
Email:	smerald@exemplarlaw.com		
Correspondent Name:	Shelby Emerald		
Address Line 1:	10 Post Office Square		
Address Line 2:	8th Floor South		
Address Line 4:	Boston, MASSACHUSETTS 02109		
NAME OF SUBMITTER:	Shelby Emerald		
SIGNATURE:	/Shelby Emerald/		
DATE SIGNED:	01/11/2019		
Total Attachments: 3			
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OP \$40.00 87464073

8/21/2018

21st Day of August

ASSIGNMENT OF TRADEMARK

This trademark assignment dated ~~4th~~ ^{21st} ~~June~~ 2018, between Sound Probiotics, LLC, a Minnesota Limited Liability Company, having a principal place of business at 3310 Nicollet Ave. Suite 105 Minneapolis, MN 55408 ("Assignor") and LoveBug Nutrition, Inc. a Delaware Corporation having a principal place of business at 115 East 34th Street, Suite 1506 New York, NY 10156 ("Assignee").

Assignor, for good and valuable consideration paid and exchanged, the receipt and sufficiency of which is acknowledged, hereby assigns to Assignee all right, title and interest in and to U.S. Trademark Application No. 87/464,073 filed on March 27, 2017 for the mark NO GUTS. NO GLORY in International Class 05, including any and all goodwill of the business associated with the trademark.

ASSIGNOR:

SOUND PROBIOTICS, LLC.

By: 
Dr. Mark Stephany
Managing Member

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

Recordation Branch
Director of the USPTO
PO Box 1450
Alexandria, VA 22313-1450

I. Name of Conveying Party:

Sound Probiotics, LLC
Limited Liability Company - Minnesota
Citizenship - USA

II. Name and Address of Receiving Party:

Lovebug Nutrition, Inc.
DBA LoveBug Probiotics
115 East 34th Street
Suite 1506
New York, NY 10156
Corporation – DE

III. Nature of Conveyance/Execution Date:

Assignment of the Entire Interest and the Goodwill
August 21, 2018

IV. Application Numbers/Registration Numbers/Identification or Description of the Trademark:

	Trademark	Serial Number
1	No Guts. No Glory	87/464,073

Additional Pages Attached: (2)

V. Name and Address of Party to Whom Correspondence Concerning Document Should be Mailed:

Benjamin Harris
CFO and Treasurer
Lovebug Nutrition, Inc.
DBA LoveBug Probiotics
115 East 34th Street
Suite 1506
New York, NY 10156
(617) 542-7400
ben@lovebugprobiotics.com

VI. Total Number of Applications and Registrations Involved:

(1)

Dated: January 11, 2018

Respectfully submitted,

/s/ Shelby Emerald

Shelby Emerald
Attorney for LoveBug Nutrition, Inc.