

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM514223

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/08/2018
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pure Encapsulations, LLC		03/08/2018	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Société des Produits Nestlé S.A.
Street Address:	Case Postale 353
City:	Vevey
State/Country:	SWITZERLAND
Postal Code:	1800
Entity Type:	Société Anonyme (Sa): SWITZERLAND

PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Registration Number:	2410417	+CAL+
Registration Number:	2430683	A.C. FORMULA
Registration Number:	2396919	A.I. FORMULA
Registration Number:	2378633	A.P. FORMULA
Registration Number:	2380503	ADR FORMULA
Registration Number:	2375292	CRANBERRY NS
Registration Number:	2375293	DGL PLUS
Registration Number:	5545782	EASYSTICKS
Registration Number:	2377587	IMM FORMULA
Registration Number:	2302042	MINERAL 650
Registration Number:	5650803	MINERAL20
Registration Number:	2377586	NIACITOL
Registration Number:	5146205	NOTHING BUT PURE
Registration Number:	2302038	NUTRIENT 950
Registration Number:	5190812	PURE ENCAPSULATIONS
Registration Number:	4111705	PURE ENCAPSULATIONS
Registration Number:	4965652	PURE20

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4618443	PUREBI·OME
Registration Number:	5025902	PUREGENOMICS
Registration Number:	4915138	PUREGENOMICS
Registration Number:	4556760	PUREHEART
Registration Number:	3752056	PURELEAN
Registration Number:	5644839	PURERESPONSE
Registration Number:	4973514	PURESYNAPSE
Registration Number:	2468500	PUREWEIGH
Registration Number:	4526564	SCREENING + SUPPLEMENTS = SUCCESS
Registration Number:	2302037	ULTRANUTRIENT
Registration Number:	4985357	ZERO COMPROMISES. PURE RESULTS

CORRESPONDENCE DATA

Fax Number: 5142056241

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.

Phone: 5142055660

Email: epare@atrium-innovations.com

Correspondent Name: Emmanuelle Paré

Address Line 1: 3500 de Maisonneuve Blvd. W.

Address Line 2: Suite 2405

Address Line 4: Westmount, QUEBEC H3Z 3C1

DOMESTIC REPRESENTATIVE

Name: HOLLAND & HART LLP

Address Line 1: 1800 Broadway

Address Line 2: Suite 300

Address Line 4: Boulder, COLORADO 80302

NAME OF SUBMITTER: Emmanuelle Paré

SIGNATURE: /EP/

DATE SIGNED: 03/14/2019

Total Attachments: 3

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Trademark Assignment

WHEREAS, Pure Encapsulations, LLC, a Limited Liability Company of Delaware, with its principal place of business at 490 Boston Post Road, Sudbury, Massachusetts 01776-3367, United States of America ("Assignor"), has adopted, owns and is using the trademarks identified in Schedule A (the "Marks"), for which Assignor owns the federal registrations therefor on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein (the "Registrations"); and

WHEREAS, Société des Produits Nestlé S.A., a Swiss *société anonyme*, with its principal place of business at Case Postale 353, 1800 Vevey, Switzerland ("Assignee"), desires to acquire the Marks and the Registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to each of the Marks, together with the goodwill of the business symbolized by the Marks, and the Registrations thereof, *nunc pro tunc*, effective as of March 8, 2018.


Pure Encapsulations, LLC

By:


Name : Jonathan Abikhzer
Title : Secretary

Dated effective as of: March 8, 2018

Schedule A

#	Serial Number	Reg. Number	Trademark
1.	75804580	2410417	+CAL+
2.	75574054	2430683	A.C. FORMULA
3.	75574050	2396919	A.I. FORMULA
4.	75574051	2378633	A.P. FORMULA
5.	75574222	2380503	ADR FORMULA
6.	75804578	2375292	CRANBERRY NS
7.	75804579	2375293	DGL PLUS
8.	87764986	5545782	EASYSTICKS
9.	75804577	2377587	IMM FORMULA
10.	75574267	2302042	MINERAL 650
11.	87662421	5650803	MINERAL20
12.	75804576	2377586	NIACITOL
13.	87103497	5146205	NOTHING BUT PURE
14.	75574053	2302038	NUTRIENT 950
15.	87178800	5190812	
16.	85382095	4111705	PURE ENCAPSULATIONS
17.	86501364	4965652	PURE20
18.	86007890	4618443	PureBI-Ome
19.	86853513	5025902	PUREGENOMICS
20.	86551741	4915138	PUREGENOMICS
21.	85795922	4558760	PUREHEART

#	Serial Number	Reg. Number	Trademark
22.	77782946	3752056	PURELEAN
23.	87648591	5644839	PURERESPONSE
24.	88007960	4973514	PURESYNAPSE
25.	75864733	2468600	PUREWEIGH
26.	85789017	4526564	SCREENING + SUPPLEMENTS = SUCCESS
27.	75574052	2302037	ULTRANUTRIENT
28.	86737798	4985357	ZERO COMPROMISES. PURE RESULTS