

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM517509

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stanley Efferding		04/04/2019	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Excelev8 LLC		
Street Address:	13369 S. Side Saddle Drive		
City:	Draper		
State/Country:	UTAH		
Postal Code:	84020		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87848825	THE VERTICAL DIET	
Serial Number:	87863812	THE MONSTER MASH	
Serial Number:	88358864	WORLD'S STRONGEST	
CORRESPONDENCE DATA			
Fax Number:	8015311929		
<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:	801-994-4646		
Email:	docket@kba.law		
Correspondent Name:	Brian C. Kunzler		
Address Line 1:	50 W. Broadway		
Address Line 2:	10th Floor		
Address Line 4:	Salt Lake City, UTAH 84101		
NAME OF SUBMITTER:	Brian C. Kunzler		
SIGNATURE:	/Brian C. Kunzler/		
DATE SIGNED:	04/04/2019		
Total Attachments: 1			
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OP \$90.00 87848825

ASSIGNMENT

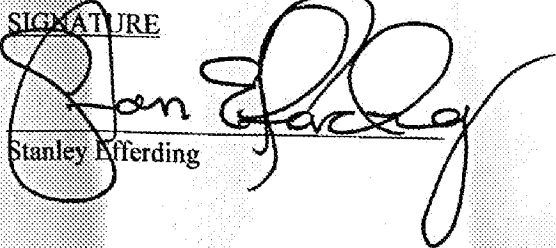
WHEREAS, Stanley Efferding, residing at 56 Grossinger Court, Henderson, Nevada, 89074 (hereinafter called Stanley Efferding), has certain rights, title, and interest in the mark(s) described in:

- 1. Trademark Application No. 87/848,825, filed on March 25, 2018, entitled: **THE VERTICAL DIET** (Docket No. 4069.3.1)
- 2. Trademark Application No. 87/863,812, filed on March 25, 2018, entitled: **THE MONSTER MASH** (Docket No. 4096.3.2)
- 3. Trademark Application No. 88/358,864, filed on March 27, 2019, entitled: **WORLD'S STRONGEST** (Docket No. 4096.3.4)

Whereas, Excelev8 LLC, a Limited Liability Company of Utah, having a place of business at 13369 S. Side Saddle Drive, Draper, Utah, 84020 (hereinafter called Excelev8), desires to acquire the entire right, title and interest in the mark and associated goodwill, and to any United States and foreign trademarks or service marks to be obtained therefor;

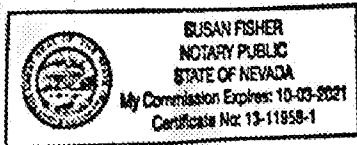
Now therefor, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby acknowledge our prior existing obligation and hereby sell, assign, and transfer to Excelev8, its successors and assigns, the entire right, title and interest in the mark and associated goodwill in the United States and in all foreign countries, and all rights of priority resulting from the filing of the United States application, and we hereby agree that Excelev8 may apply for foreign registrations on the mark and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by Excelev8.

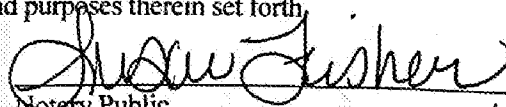
SIGNED AND SEALED:

<u>LOCATION</u>	<u>DATE</u>	<u>SIGNATURE</u>
HENDERSON NV	4/4/19	 Stanley Efferding
State of <u>Nevada</u>		
County of <u>CLARK</u>)		
) ss

On this 4 day of April, 2019, before me personally appeared said Stanley Efferding, known to me to be the person who executed the above instrument and acknowledged to me that he or she executed the same for the uses and purposes therein set forth.

SEAL




Notary Public
My Commission expires: 10-3-21