

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM525504

<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>
Cielo Holdings, LLC		05/21/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ladder, LLC		
<b>Street Address:</b>	3015 Main Street, Suite 350		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90405		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5346131	FUEL YOUR LIFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9494754754		
<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>	949-451-3800		
<b>Email:</b>	skann@gibsondunn.com		
<b>Correspondent Name:</b>	Stephanie Kann		
<b>Address Line 1:</b>	3161 Michelson Drive		
<b>Address Line 2:</b>	Gibson, Dunn & Crutcher LLP		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92612		
<b>ATTORNEY DOCKET NUMBER:</b>	65373-00008		
<b>NAME OF SUBMITTER:</b>	Stephanie Kann		
<b>SIGNATURE:</b>	/stephanie kann/		
<b>DATE SIGNED:</b>	05/29/2019		
<b>Total Attachments: 1</b>			
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CH \$40.00 5346131

## TRADEMARK ASSIGNMENT

WHEREAS, Cielo Holdings, LLC, a limited liability company with a principal place of business at 3110 Main Street, Santa Monica, CA 90405 (hereinafter "Seller"), is the owner, pursuant to a Trademark Assignment from Velocity Marketing Group, Inc. (the original trademark registrant) dated as of May 20, 2019, of the trademark FUEL YOUR LIFE and of the following trademark registration for the mark FUEL YOUR LIFE, and desires to assign the Mark and Registration to Buyer (defined below), as set forth below:

Registration Number	Registration Date	Mark
5346131	November 28, 2017	FUEL YOUR LIFE

(hereinafter the "Mark" and the "Registration"); and

WHEREAS, Ladder, LLC, a limited liability company with a principal place of business at 3015 Main Street, Suite 350, Santa Monica, California 90405 (hereinafter "Buyer"), desires to acquire any and all rights that Seller has in and to the Mark and Registration, together with the associated goodwill of the business with which the Mark and Registration are used and that is symbolized by the Mark and Registration, to the extent that such rights and goodwill exist, for Buyer's own use and enjoyment and for the use and enjoyment of Buyer's successors, assigns, or other legal representatives as fully and entirely as the same would have been enjoyed by Seller if this Trademark Assignment had not been made;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller does hereby assign unto Buyer all right, title and interest in and to the Mark and the Registration, and any and all rights therein provided by international conventions and treaties, including without limitation all common-law rights, throughout the world, together with the associated goodwill of the business.

LADDER, LLC

By: 

Name: Alexandre Cohen

Title: Authorized Signatory

Date: May 21, 2019