

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM527885

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bulldog Online, LLC		06/06/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	bulldog yoga holdings, LLC		
Street Address:	50 S. 16th Street, Suite 3500		
Internal Address:	c/o Amerimar Enterprises, Inc.		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19102		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5639097	YOGA, REBOOTED	
Registration Number:	5639098	YOGA, REBOOTED	
Registration Number:	5639099	YOGA, REBOOTED	
Serial Number:	87431953	ANY TIME. ANY PLACE.	
Serial Number:	87431946	ANY TIME. ANY PLACE.	
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:	2129800120		
Email:	pto@fkks.com		
Correspondent Name:	CATHERINE M.C. FARRELLY		
Address Line 1:	488 MADISON AVENUE, 10TH FLOOR		
Address Line 4:	NEW YORK, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	016372.200		
NAME OF SUBMITTER:	CATHERINE M.C. FARRELLY		
SIGNATURE:	/cmcf/		
DATE SIGNED:	06/14/2019		

OP \$140.00 5639097

Total Attachments: 2

source=Trademark Assignment Agreement - Bulldog Online LLC to bulldog yoga holdings LLC#page1.tif

source=Trademark Assignment Agreement - Bulldog Online LLC to bulldog yoga holdings LLC#page2.tif

TRADEMARK ASSIGNMENT

THIS AGREEMENT is made as of June 6, 2019 by and between Bulldog Online, LLC, a limited liability company organized and existing under the laws of the state of Delaware and having an address c/o Amerimar Enterprises, Inc., 50 S. 16th Street, Suite 3500, Philadelphia, Pennsylvania 19102 (“Assignor”), and bulldog yoga holdings, LLC, a limited liability company organized and existing under the laws of the state of Delaware and having an address c/o Amerimar Enterprises, Inc., 50 S. 16th Street, Suite 3500, Philadelphia, Pennsylvania 19102 (“Assignee”).

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks YOGA, REBOOTED and ANY TIME. ANY PLACE., including but not limited to the U.S. Trademark Registrations for YOGA, REBOOTED and U.S. Trademark Applications for ANY TIME. ANY PLACE. listed below, together with all goodwill associated therewith (the “Marks”).

Trademark	App. No. Reg. No.	App. Date Reg. Date	Goods/Services	Status
YOGA, REBOOTED	87/606,453 5,639,097	9/13/2017	Class 9: Downloadable application software featuring videos in the field of yoga instruction; Downloadable videos via the Internet in the field of yoga instruction	Registered
YOGA, REBOOTED	87/606,459 5,639,098	9/13/2017 12/24/2018	Class 35: Retail store services and on-line retail store services in the field of yoga, meditation and fitness merchandise	Registered
YOGA, REBOOTED	87/606,465 5,639,099	9/13/2017 12/25/2018	Class 41: Yoga instruction; providing a website featuring non-downloadable videos in the field of yoga instruction	Registered
ANY TIME. ANY PLACE.	87/431,953	5/01/2017	Class 9: Application software featuring videos in the field of yoga instruction; Providing downloadable videos via the Internet in the field of yoga instruction	Statement of Use Accepted 5/11/2019
ANY TIME. ANY PLACE.	87/431,946	5/01/2017	Class 41: Providing a website featuring non-downloadable videos in the field of yoga instruction	Statement of Use Accepted 5/11/2019

WHEREAS, Assignee desires to acquire from Assignor all of Assignor’s right, title and interest in and to the Marks, and Assignor desires to assign to Assignee all such right, title and interest, including all goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of its right, title and interest in and to the Marks, including the applications and registrations listed above, together with all goodwill associated therewith.

BULLDOG ONLINE, LLC

By: Jon A. Cummins

Name: Jon A. Cummins

Title: President

BULLDOG YOGA HOLDINGS, LLC

By: Jon A. Cummins

Name: Jon A. Cummins

Title: President