

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM528049

<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>
Reformance, LLC		06/12/2019	Limited Liability Company: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MMAX Investment Partners, Inc.		
<b>Street Address:</b>	2520 St. Rose Parkway		
<b>Internal Address:</b>	Suite 302		
<b>City:</b>	Henderson		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89074		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5157880	WHO DO YOU FIGHT FOR?	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2025599163		
<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>	2026312021		
<b>Email:</b>	valerie.purdy-pyeron@rieblinglaw.com		
<b>Correspondent Name:</b>	Valerie Purdy-Pyeron, Paralegal		
<b>Address Line 1:</b>	1717 Pennsylvania Avenue, N.W.		
<b>Address Line 2:</b>	Suite 1025		
<b>Address Line 4:</b>	Washington, D.C. 20006-3951		
<b>ATTORNEY DOCKET NUMBER:</b>	330508-00040 WHO DO YOU F		
<b>NAME OF SUBMITTER:</b>	Valerie A. Purdy-Pyeron, Paralegal		
<b>SIGNATURE:</b>	/valerie a. purdy-pyeron/		
<b>DATE SIGNED:</b>	06/17/2019		
<b>Total Attachments: 2</b>			
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OP \$40.00 5157880

**EXHIBIT A**

**TRADEMARK ASSIGNMENT**

This Trademark Assignment (the "Assignment") is made effective as of the date of execution hereof, by Reformance, LLC, organized under the laws of Tennessee, with addresses of P.O. Box 2163 Brentwood, Tennessee 37024 and 54 Music Square East, Suite 320, Nashville, Tennessee 37203-4387 ("Assignor").

WHEREAS, Assignor owns all rights, title and interests in and to the WHO DO YOU FIGHT FOR? trademark that is the subject of U.S. Registration No. 5157880 for "athletic apparel, namely, shirts" (the trademark and the registration hereinafter collectively the "Trademark"); and

WHEREAS, for good and valuable consideration from MMAX Investment Partners Inc., a Delaware corporation, with an address of 2520 St. Rose Parkway, Suite 302, Henderson, Nevada 89074 (hereinafter "Assignee") the receipt and adequacy of which is hereby acknowledged, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Trademark.

NOW, THEREFORE, Assignor hereby irrevocably transfers, conveys, assigns and delivers to Assignee all of Assignor's rights, title and interests in and to the Trademark, together with the goodwill of the business associated therewith and pertaining thereto throughout the world and all common law and statutory rights, title and interests in and to the Trademark, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition, interference and/or cancellation proceedings for protection of the Trademark, and all products, proceeds and revenues arising from or relating to any and all of the foregoing. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for trademark and service mark registration in connection with the Trademark, and to secure in its own name the registrations granted thereon throughout the world. Assignor agrees to provide all assistance reasonably requested by Assignee in the establishment, recordation and enforcement of Assignee's rights in and to the Trademark.

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IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date set forth below, and represents and warrants that the person executing this Assignment has the full and legal authority to do so.

REFORMANCE, LLC

By: Jake LaGrone

Name: JAKE LAGRONE

Title: CEO

Date: 6/12/19

NOTARIAL CERTIFICATE

State of Tennessee

County of Davidson

On this 12<sup>th</sup> day of June 2019 before me, a Notary Public in and for the State of TN, personally appeared Jake LaGrone known to me to be and who being by me duly sworn did depose and say that he is the person who executed the within TRADEMARK ASSIGNMENT, the signature of which by whom I personally witnessed, and who acknowledged to me that he executed the same for the purposes therein stated and that he is authorized to sign such document.

Notary Public [Signature]

Printed Name Mary Strasinger

My commission expires on Sept. 7, 2020

