

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM535090

<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>
Before N After Weight Loss and Wellness Management Co., LLC		07/30/2019	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Before-N-After Weightloss & Wellness, Inc.		
<b>Street Address:</b>	27701 SCOTT RD BLDG D, STE 101		
<b>City:</b>	MENIFEE		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92584		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4647287	BEFORE N AFTER WEIGHT LOSS WELLNESS LOOK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	909-255-6116		
<b>Email:</b>	ken@caipattorney.com		
<b>Correspondent Name:</b>	Kenneth Avila		
<b>Address Line 1:</b>	1255 W Colton Ave., #528		
<b>Address Line 4:</b>	Redlands, CALIFORNIA 92374		
<b>NAME OF SUBMITTER:</b>	Kenneth Avila		
<b>SIGNATURE:</b>	/Kenneth Avila/		
<b>DATE SIGNED:</b>	08/02/2019		
<b>Total Attachments: 9</b>			
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## ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is made and entered on July 30, 2019, by and between Before N After Weight Loss and Wellness Management Co., LLC ("Assignor") and Before-N-After Weightloss & Wellness, Inc. ("Assignee") (collectively referred to as the "Parties").

**Whereas**, Assignor is the owner of the trademark as described in Exhibit A attached hereto and incorporated by reference herein (the "Mark"); and

**Whereas**, Assignor wishes to assign his rights in the Mark to Assignee.

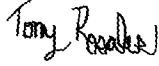
**Now, Therefore**, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

- 1. ASSIGNMENT:** Assignor hereby assigns, sells and transfers to Assignee all of his/her/its rights, title and interest in and to the Mark, including, but not limited to: (i) all registration rights with respect to the Mark, (ii) any rights to prepare derivative marks, (iii) any goodwill related to the Mark, and (iv) all income, royalties or claims relating to the Mark due or payable on or after the date of this Assignment.
- 2. ASSIGNOR'S REPRESENTATIONS:** Assignor represents and warrants (i) that Assignor is the exclusive owner of the Mark, (ii) that Assignor possesses all rights, title and interest in and to the Mark, (iii) that Assignor has the power to enter into this Assignment, (iv) that the Mark do not infringe on the rights of any other person or entity, and (iv) that the rights transferred in this Assignment are free of any lien, encumbrance or adverse claim.
- 3. CONTINUING OBLIGATIONS:** Assignor agrees to assist Assignee, upon request, by taking any reasonable action that may be necessary for the perfecting, securing and completing of this Assignment.
- 4. BINDING EFFECT:** The covenants and conditions contained in this Assignment shall apply to and bind the Parties and their heirs, legal representatives, successors and permitted assigns.
- 5. GOVERNING LAW:** This Assignment shall be governed by and construed in accordance with the laws of the State of California.

**[Remainder of this page intentionally left blank]**

**IN WITNESS THEREOF**, the Parties have caused this Assignment to be executed the day and year first above written.


**ASSIGNOR:**



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Tony Rosales, President  
Before N After Weight Loss and Wellness Management Co., LLC

**ASSIGNEE:**



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John Love, CEO  
Before-N-After Weightloss & Wellness, Inc.

**EXHIBIT A**

**DESCRIPTION OF MARK TO BE ASSIGNED**

**TRADEMARK**

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Mark: BEFORE N AFTER WEIGHT LOSS WELLNESS LOOK AND FEEL YOUR BEST



US Serial Number: 85070012

Application Filing Date: Jun. 23, 2010

US Registration Number: 4647287

Registration Date: Dec. 02, 2014

Register: Principal

Mark Type: Service Mark

Status: The Trademark Trial and Appeal Board has terminated a cancellation proceeding. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Oct. 30, 2018

Publication Date: Sep. 16, 2014

## Mark Information

Mark Literal Elements: BEFORE N AFTER WEIGHT LOSS WELLNESS LOOK AND FEEL YOUR BEST

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the words "BEFORE-N-AFTER" in stylized font above the words "WEIGHT LOSS WELLNESS" in stylized font. Between "LOSS" and "WELLNESS" is a vertical line separating the words. A wavy arrow starts behind the "B" in "BEFORE" and extends up, then curves down behind the "N" before curving up again in an arrow point. Below the words "WEIGHT LOSS WELLNESS" are the words "LOOK AND FEEL YOUR BEST" in stylized font.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "WEIGHT LOSS" AND "WELLNESS"

Design Search Code(s): 24.15.03 - Arrows formed by words, letters, numbers or punctuation  
24.15.25 - Other arrows  
26.17.02 - Bars, wavy; Bands, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)  
26.17.08 - Band, one (geometric); Bar, one; Line, one; One line, band, bar or angle

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [ ] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \* \* identify additional (new) wording in the goods/services.

For: Physician center providing medical services, namely, medical treatment for obesity and weight control, providing prescription medications in the nature of preparation and dispensing of medications, providing intramuscular injections, providing medical aesthetics and treatments

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 2007

Use in Commerce: Dec. 2007

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

TRADEMARK

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

**Owner Name:** Before N After Weight Loss and Wellness Management Co., LLC

**Owner Address:** 27701 Scott Road, Bldg D, Suite 101  
Menifee, CALIFORNIA 92584  
UNITED STATES

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

**Attorney of Record - None**

**Correspondent**

**Correspondent Name/Address:** KENNETH AVILA  
BEFORE N AFTEWEIGHT LOSS & WELLNESS MANAGEMENT CO  
1255 W COLTON AVE #528  
REDLANDS, CALIFORNIA 92374  
UNITED STATES

**Phone:** (951) 698-6242

**Fax:** (951) 698-6085

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Oct. 30, 2018	TTAB RELEASE CASE TO TRADEMARKS	67929
Oct. 30, 2018	CANCELLATION TERMINATED NO. 999999	67929
Oct. 30, 2018	CANCELLATION DENIED NO. 999999	67929
Apr. 05, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Apr. 05, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 05, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	CANCELLATION INSTITUTED NO. 999999	67929
Dec. 02, 2014	REGISTERED-PRINCIPAL REGISTER	
Sep. 16, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 16, 2014	PUBLISHED FOR OPPOSITION	
Aug. 27, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 09, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Aug. 09, 2014	ASSIGNED TO LIE	70138
Aug. 05, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 04, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	74221
Aug. 04, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	74221
Jul. 25, 2014	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Apr. 23, 2014	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	74221
Oct. 23, 2013	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	74221
Apr. 20, 2013	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	74221
Oct. 20, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	74221
Apr. 20, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	74221
Oct. 20, 2011	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	74221
Jun. 23, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 20, 2011	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	74221
Apr. 20, 2011	ASSIGNED TO LIE	74221
Oct. 15, 2010	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Oct. 15, 2010	LETTER OF SUSPENSION E-MAILED	6332
Oct. 15, 2010	SUSPENSION LETTER WRITTEN	81854
Oct. 05, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

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Oct. 05, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 05, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 05, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 05, 2010	NON-FINAL ACTION E-MAILED	6325
Oct. 05, 2010	NON-FINAL ACTION WRITTEN	81854
Sep. 28, 2010	ASSIGNED TO EXAMINER	81854
Jun. 29, 2010	NOTICE OF DESIGN SEARCH CODE MAILED	
Jun. 28, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 26, 2010	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None File Location

Current Location: PUBLICATION AND ISSUE SECTION      Date in Location: Dec. 02, 2014

## Proceedings

### Summary

Number of 2  
Proceedings:

### Type of Proceeding: Cancellation

Proceeding Number: 92067929      Filing Date: Feb 16, 2018  
 Status: Terminated      Status Date: Oct 30, 2018  
 Interlocutory Attorney: ANN LINNEHAN VOGLER

### Defendant

Name: Before N After Weight Loss and Wellness  
 Correspondent Address: KENNETH AVILA  
 BEFORE N AFTEWEIGHT LOSS & WELLNESS MANAGEMENT CO LLC  
 1255 W COLTON AVE #528  
 REDLANDS CA , 92374  
 UNITED STATES  
 Correspondent e-mail: [ken@caipattorney.com](mailto:ken@caipattorney.com) , [ResponseUnit@USTM.us.com](mailto:ResponseUnit@USTM.us.com) , [pevenson@hitzevenlaw.com](mailto:pevenson@hitzevenlaw.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
BEFORE N AFTER WEIGHT LOSS WELLNESS LOOK AND FEEL	Cancellation Terminated - See TTAB Records	<u>85070012</u>	<u>4647287</u>

### Plaintiff(s)

Name: Before & After Image Consultants, Inc.  
 Correspondent Address: CHRISTAIN SANCHELIMA  
 SANCHELIMA & ASSOCIATES PA  
 235 SW LE JEUNE RD  
 MIAMI FL , 33134-1762  
 UNITED STATES  
 Correspondent e-mail: [lm@sanchelima.com](mailto:lm@sanchelima.com) , [legal@sanchelima.com](mailto:legal@sanchelima.com) , [chris@sanchelima.com](mailto:chris@sanchelima.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
WELLNESS CENTER BEFORE & AFTER WEIGHT LOSS	Registered	<u>67376490</u>	<u>5683006</u>

### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 16, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 16, 2018	Mar 28, 2018

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3	PENDING, INSTITUTED	Feb 16, 2018	
4	ANSWER	Mar 28, 2018	
5	P MOT TO AMEND PLEADING/AMENDED PLEADING	Apr 17, 2018	
6	AMENDED ANSWER DUE (DUE DATE)	Apr 18, 2018	May 18, 2018
7	ANSWER	May 17, 2018	
8	P MOT TO STRIKE PLEADING/AFFIRMATIVE DEFENSE	Jun 07, 2018	
9	SUSP PEND DISP OF OUTSTNDNG MOT	Jun 11, 2018	
10	D OPP/RESP TO MOTION	Jun 26, 2018	
11	D APPEARANCE / POWER OF ATTORNEY	Jul 05, 2018	
12	D REQ TO W/DRAW AS ATTORNEY	Jul 11, 2018	
13	SUSP PEND DISP OF OUTSTNDNG MOT	Jul 31, 2018	
14	TRIAL DATES RESET	Sep 29, 2018	
15	W/DRAW OF PET FOR CANCELLATION	Oct 29, 2018	
16	BD DECISION: CAN DENIED W/PREJ	Oct 30, 2018	
17	TERMINATED	Oct 30, 2018	

**Type of Proceeding: Opposition**

Proceeding Number: 91198479

Filing Date: May 12, 2013

Status: Terminated

Status Date: Jul 09, 2014

Interlocutory Attorney: JENNIFER KRISP

**Defendant**

Name: Before and After Weight Loss Clinics and Before and After Weight Loss Clinic of IRC, Inc.

Correspondent Address: LEE MCCASKILL  
BEFORE AND AFTER WEIGHT LOSS CLINIC  
770 W MIDWAY ROAD  
FORT PIERCE FL , 34982  
UNITED STATES

Correspondent e-mail: [bellybusterdiet@aol.com](mailto:bellybusterdiet@aol.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
BEFORE & AFTER WEIGHT LOSS CLINIC METABOLIC HEALTH SPECIALISTS	Abandoned - After Inter-Partes Decision	<u>85025232</u>	

**Plaintiff(s)**

Name: Before-N-After Weight Loss and Wellness Management Company, LLC

Correspondent Address: DANIEL L SCHNEBLY  
LAW OFFICE OF THOMAS W SARDONI  
3890 11TH STREET, SUITE 104  
RIVERSIDE CA , 92501  
UNITED STATES

Correspondent e-mail: [tsardoni@yahoo.com](mailto:tsardoni@yahoo.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
BEFORE N AFTER WEIGHT LOSS WELLNESS LOOK AND FEEL YOUR BEST	Cancellation Terminated - See TTAB Records	<u>85070012</u>	<u>4647287</u>
BEFORE N AFTER WEIGHT LOSS WELLNESS LOOK AND FEEL YOUR BEST	Cancellation Terminated - See TTAB Records	<u>85070012</u>	<u>4647287</u>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 14, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2011	Mar 15, 2011
3	PENDING, INSTITUTED	Feb 03, 2011	
4	D APPEARANCE / POWER OF ATTORNEY	Mar 14, 2011	
5	ANSWER	Mar 14, 2011	
6	D MOT FOR SUMMARY JUDGMENT	Dec 14, 2011	

**TRADEMARK**

7	MOTION DENIED; TRIAL DATES RESET	Dec 21, 2011	
8	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jan 27, 2012	
9	SUSPENDED	Jan 27, 2012	
10	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 07, 2012	
11	SUSPENDED	Feb 07, 2012	
12	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 06, 2012	
13	SUSPENDED	Mar 06, 2012	
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 27, 2012	
15	SUSPENDED	Mar 27, 2012	
16	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 08, 2012	
17	SUSPENDED	May 09, 2012	
18	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jul 05, 2012	
19	SUSPENDED	Jul 05, 2012	
20	D MOT FOR EXT W/ CONSENT	Aug 31, 2012	
21	EXTENSION OF TIME GRANTED	Aug 31, 2012	
22	D MOT FOR EXT W/ CONSENT	Oct 05, 2012	
23	EXTENSION OF TIME GRANTED	Oct 06, 2012	
24	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 04, 2012	
25	SUSPENDED	Dec 07, 2012	
26	P MOT FOR EXT W/ CONSENT	Jan 31, 2013	
27	EXTENSION OF TIME GRANTED	Jan 31, 2013	
28	D MOT FOR EXT W/ CONSENT	Feb 20, 2013	
29	EXTENSION OF TIME GRANTED	Feb 20, 2013	
30	D MOT FOR EXT W/ CONSENT	May 12, 2013	
31	SUSPENDED	May 17, 2013	
32	D MOT TO DISMISS: TM RULE 2.132(A)	Jul 08, 2013	
33	SUSP PEND DISP OF OUTSTNDNG MOT	Jul 30, 2013	
34	D WITHDRAWAL OF MOTION FOR JUDGMENT	Aug 06, 2013	
35	PROCEEDINGS RESUMED	Aug 28, 2013	
36	D MOT FOR EXT W/ CONSENT	Nov 04, 2013	
37	EXTENSION OF TIME GRANTED	Nov 28, 2013	
38	STIP FOR EXT	Feb 03, 2014	
39	P MOT FOR EXT W/ CONSENT	Feb 03, 2014	
40	EXTENSION OF TIME GRANTED	Feb 25, 2014	
41	D REQ TO W/DRAW AS ATTORNEY	Mar 03, 2014	
42	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 28, 2014	Apr 27, 2014
43	RESPONSE DUE 30 DAYS (DUE DATE)	May 14, 2014	Jun 13, 2014
44	BD DECISION: SUSTAINED	Jul 09, 2014	
45	TERMINATED	Jul 09, 2014	

TRADEMARK

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<b>FILE NAME</b>	Assignment.pdf
<b>DOCUMENT ID</b>	5aba9e43029c9dda8422ec5f1072e3c3a0eb844a
<b>STATUS</b>	✳ Completed

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Document History



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**07/30/2019**  
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