

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM537617

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guthy-Renker LLC		08/16/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	The Body Firm, LLC		
Street Address:	100 N. Pacific Coast Highway, Ste. 1900		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5064722	TRUFIRM	
CORRESPONDENCE DATA			
Fax Number:	3103944477		
<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:	3109799190		
Email:	tmk@cislo.com		
Correspondent Name:	Daniel M. Cislo, Esq.		
Address Line 1:	12100 Wilshire Blvd., Suite 1700		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
NAME OF SUBMITTER:	Daniel M. Cislo, Esq.		
SIGNATURE:	/Daniel M. Cislo/		
DATE SIGNED:	08/21/2019		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, the undersigned for Guthy-Renker LLC, limited liability company of Delaware, having their principal place of business located at 100 N. Pacific Coast Highway, Ste. 1900, El Segundo, CA 90245, (hereinafter ASSIGNOR), has developed a business pertaining to the mark TRUFIRM (hereinafter the MARK), which is a registration at the United States Patent and Trademark Office assigned Registration No. 5,064,722;

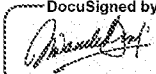
WHEREAS, The Body Firm, LLC, a limited liability company of Delaware, having its principal place of business located at 100 N. Pacific Coast Highway, Ste. 1900, El Segundo, CA 90245 (hereinafter ASSIGNEE), and the successor to the ongoing and existing business of ASSIGNOR, or portion thereof, to which the MARK pertains, is desirous of acquiring the MARK, the goodwill symbolized thereby, and the aforementioned trademark registration therefor; and

WHEREAS, ASSIGNOR is assigning the MARK and in the aforementioned trademark registration to which the MARK pertains, along with the good will thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the MARK, the assets of the MARK, the goodwill associated therein and the trademark registration of the MARK.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 16 day of August, 2019.

Guthy-Renker LLC

DocuSigned by:


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Signature

Dirk van de Bunt

Name

Corp. Secretary

Officer Title