

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM541615

|   |  |                            |                                       |
|---|--|----------------------------|---------------------------------------|
| <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>                    |
| King Consulting, LLC  |  | 09/17/2019                 | Limited Liability Company:<br>ARIZONA |
| <b>RECEIVING PARTY DATA</b>   |  |                            |                                       |
| <b>Name:</b>  | Lyfe IP LLC  |                            |                                       |
| <b>Street Address:</b>  | 7511 East Rose Garden Lane                         |                            |                                       |
| <b>City:</b>  | Scottsdale   |                            |                                       |
| <b>State/Country:</b>   | ARIZONA  |                            |                                       |
| <b>Postal Code:</b>   | 85255  |                            |                                       |
| <b>Entity Type:</b>   | Limited Liability Company: ARIZONA                 |                            |                                       |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |                            |                                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>           |                                       |
| <b>Registration Number:</b>   | 4419478  | LYFESPARK                  |                                       |
| <b>Registration Number:</b>   | 4857999  | LIVE YOUR FULLEST EVERYDAY |                                       |
| <b>Registration Number:</b>   | 4794280  |                            |                                       |
| <b>CORRESPONDENCE DATA</b>  |  |                            |                                       |
| <b>Fax Number:</b>  | 6022480522   |                            |                                       |
| <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>   | 6022481089   |                            |                                       |
| <b>Email:</b>   | mcs@jaburgwilk.com                                 |                            |                                       |
| <b>Correspondent Name:</b>  | Maria Crimi Speth                                  |                            |                                       |
| <b>Address Line 1:</b>  | 3200 North Central Avenue                          |                            |                                       |
| <b>Address Line 2:</b>  | Suite 2000   |                            |                                       |
| <b>Address Line 4:</b>  | Phoenix, ARIZONA 85012                             |                            |                                       |
| <b>NAME OF SUBMITTER:</b>   | Maria Crimi Speth                                  |                            |                                       |
| <b>SIGNATURE:</b>   | /mariacrimispeth/                                  |                            |                                       |
| <b>DATE SIGNED:</b>   | 09/19/2019   |                            |                                       |
| <b>Total Attachments: 2</b>   |  |                            |                                       |
| source=Lyfespark Assignment#page1.tif   |  |                            |                                       |
| source=Lyfespark Assignment#page2.tif   |  |                            |                                       |

OP \$90.00 4419478

# INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT ("IP Assignment"), dated as of September 17, 2019, is made by King Consulting, LLC ("Assignor"), an Arizona limited liability company in favor of Lyfe IP LLC ("Assignee"), an Arizona limited liability company.

The parties agree as follows:

1. Assignment. For good and valuable consideration in the amount of \$3,165, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following intellectual property owned by Assignor (the "Assigned IP"):

(a) The following trademark registrations and applications and all issuances, extensions, and renewals thereof (the "Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks:

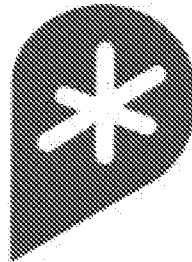
Registration Number 4419478

LYFESPARK

Registration Number 4857999

LIVE YOUR FULLEST EVERDAY

Registration Number 4794280



(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.


2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this IP

Assignment upon request by Assignee. Following the date hereof, upon Assignee's reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned IP to Assignee, or any assignee or successor thereto.

3. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this IP Assignment as of the date first above written.

King Consulting, LLC

By:   
Tracy King

Lyfe IP, LLC

By:   
Tracy King