

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM542965

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fitly Inc.		09/18/2019	Corporation:
RECEIVING PARTY DATA			
Name:	LV8 Inc.		
Street Address:	6405 Dawn Creek		
City:	Playa Vista		
State/Country:	CALIFORNIA		
Postal Code:	90094		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88594360	GET ELEVATED	
Serial Number:	88594357	LV8	
CORRESPONDENCE DATA			
Fax Number:	8664015985		
<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:	6505495298		
Email:	liz@olinerlaw.com		
Correspondent Name:	Elizabeth Oliner; Oliner Law Law		
Address Line 1:	345 Grove Street, 2nd Floor		
Address Line 4:	San Francisco, CALIFORNIA 94102		
NAME OF SUBMITTER:	Elizabeth Oliner		
SIGNATURE:	/ejo/		
DATE SIGNED:	09/27/2019		
Total Attachments: 1			
source=Assignment to Lv8 Inc. #page1.tif			

OP \$65.00 88594360

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is made on **09/18/2019**, 2019 (the "Effective Date") is by and between **Fitly Inc.**, a corporation of New Jersey, with an address of 826 W. Aloe Street, Cologne, NEW JERSEY UNITED STATES 08213 ("Assignor"), and **LVB Inc.**, a corporation of Delaware, with a mailing address of 6405 Dawn Creek Playa Vista, CA 9009 ("Assignee"), collectively referred to herein as the "Parties".

Recitals

Assignor wishes to assign all of Assignor's right, title, and interest in and to the marks "GET ELEVATED" and "LV8", as represented by the U.S. Trademark Application Nos. 88594360 and 88594357, respectively, together with the goodwill of the business associated therewith, and symbolized by the Marks, to Assignee in accordance with the provisions of this Assignment, and Assignee wishes to accept such assignment. The "GET ELEVATED" and "LV8" Marks were inadvertently filed with the incorrect owners.

Agreement

In consideration of the foregoing recitals, the mutual agreements, provisions and covenants contained herein, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

- (a) Assignor hereby transfers, conveys and assigns the Marks to Assignee. Assignor further transfers, conveys and assigns to Assignee, without any additional consideration, all goodwill associated with the Marks.
- (b) Assignor further hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office.

In Witness Whereof, the Parties have caused this Assignment to be executed by their duly authorized representatives.

Fitly Inc.



Signature:

Name Printed: **Anthony Ortiz**

Title: **Founder & CEO**

LVB Inc.



Signature:

Name Printed: **Anthony Ortiz**

Title: **Founder & CEO**