

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM545635

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ideal Living Ventures, Ltd.		12/28/2018	Corporation: HONG KONG
RECEIVING PARTY DATA			
Name:	Ideal Living, LLC		
Street Address:	14724 Venture Blvd., Suite 200		
City:	Sherman Oaks		
State/Country:	CALIFORNIA		
Postal Code:	91403		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5281500	SUPERTHOTICS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	404.853.8926		
Email:	chrismann@eversheds-sutherland.com		
Correspondent Name:	Jeremy Spier		
Address Line 1:	999 Peachtree Street		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Jeremy David Spier		
SIGNATURE:	/JDS/		
DATE SIGNED:	10/17/2019		
Total Attachments: 8			
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ASSIGNMENT OF INTELLECTUAL PROPERTY #4

Effective: December 31, 2018

WHEREAS, Ideal Living Ventures Limited, a Hong Kong corporation having a registered office at 11th Floor, One Pacific Place, 88 Queensway, Hong Kong, and a mailing address at Unit B, 16th Floor, W Square 314-324 Hennessy Road, Wanchai HONG KONG, (“ASSIGNOR”) is assigning the Intellectual Property specified in the attached Exhibit A to Ideal Living, LLC, a corporation of the State of Delaware having an address at 14724 Venture Blvd., Suite 200, Sherman Oaks, CA 91403 (“ASSIGNEE”) in accordance with the following terms:

1. TRADEMARK ASSIGNMENT

WHEREAS, ASSIGNOR is the owner of all right, title, and interest, in and to the trademarks listed in the attached Exhibit A filed in the respective Trademark Offices listed in Exhibit A (collectively, the “Trademarks”); and

WHEREAS, ASSIGNEE is desirous of acquiring said Trademarks and the registrations thereof, together with the good will of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer unto ASSIGNEE all right, title, and interest in the Trademarks and in the identified registrations of the Trademarks, including the right to sue for damages and other remedies in respect of any infringement of the Trademarks which may have occurred before the date of this assignment, together with the good will of the business symbolized by the Trademarks.

2. PATENT ASSIGNMENT

WHEREAS, ASSIGNOR owns certain inventions and improvements disclosed in the patents listed in the attached Exhibit A and filed in the respective patent offices as noted on Exhibit A (collectively, the “Patents”); and

WHEREAS, ASSIGNEE is desirous of acquiring ownership in the Patents;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does hereby sell, assign, and transfer unto ASSIGNEE the full, exclusive and entire right, title, and interest in and to the Patents, related applications, in and to any divisions, continuations, continuation-in-parts,

and reissues thereof, and in and to all inventions and improvements disclosed and described in said application, preparatory to obtaining Letters Patent of the United States therefor; and ASSIGNOR hereby requests the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States resulting from said application, or from a division, continuation, continuation-in-part, or reissue thereof, to ASSIGNEE, as the assignee, for its interest and for the sole use and benefit of ASSIGNEE and its assigns and legal representatives.

For the same consideration, ASSIGNOR by these presents does hereby sell, assign, and transfer to ASSIGNEE the full, exclusive, and entire right, title, and interest in and to any foreign application or applications corresponding to said application, in whole or in part, in countries other than the United States, in and to any of the Patents and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations, said foreign applications to be filed and issued in the name of ASSIGNEE, or its designee insofar as permitted by applicable law.

AND, for the same consideration, ASSIGNOR agrees to sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid ASSIGNEE, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements disclosed in the Patents in all countries throughout the world.

ASSIGNOR further agrees that all necessary records of ASSIGNOR to establish priority of invention in any interference, post grant proceeding, lawsuit, or similar proceeding will be made available at no additional charge to ASSIGNEE, in the event such records are needed in connection with any of the assigned Patents or related applications for the Patents.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed by its duly authorized officers effective as of the date set forth above.

For and on behalf of
IDEAL LIVING VENTURES LIMITED

IDEAL LIVING VENTURES LIMITED

By: _____

Print Name: T. WISOKI

Title: DIRECTOR

Authorized Signature(s)

IDEAL LIVING, LLC

By: _____

Print Name: Peter Spejel

Title: Manager / CEO



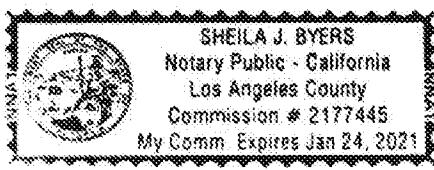
CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Los Angeles
On Dec 28, 2018 before me, Sheila J. Byers, notary public
personally appeared Peter Spiegel

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]
Signature of Notary Public

Place Notary Seal and/or Stamp Above

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Assignment of Intellectual Property

Document Date: Effective: Dec 31, 2018 Number of Pages: 7, plus certificate

Signer(s) Other Than Named Above: T. Kuboki

Capacity(ies) Claimed by Signer(s)

Signer's Name: Peter Spiegel Signer's Name: _____

Corporate Officer - Title(s): CEO Corporate Officer - Title(s): _____

Partner - Limited General Partner - Limited General

Individual Attorney in Fact Individual Attorney in Fact

Trustee Guardian of Conservator Trustee Guardian of Conservator

Other: Other: _____

Signer is Representing: Ideal Living, LLC Signer is Representing: _____

EXHIBIT A – INTELLECTUAL PROPERTY

1. Trademarks

Country	MARK	Filing Date	Reg. No.	RegDate	Status
China (People's Republic)	MIRACLE BLADE (assigned)	7/10/2013	12895620	12/21/2014	Registered
United States of America	SUPERHOTICS	11/19/2013	5281500	9/5/2017	Registered
Colombia	WALKFIT assigned from Intermarketing Direct SA	10/14/2015	537670	10/12/2016	Registered

2. Patents

Country	Status	Title	App. No.	Filing Date	Patent No.	Issue Date
US	Granted	Cosmetic Airbrush System	13/238,086	9/21/2011	8,757,516	6/24/2014
US	Granted	Knife	29/385,231	2/10/2011	D 643,261	8/16/2011
US	Granted	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	14/792,751	7/7/2015	9,668,537	6/6/2017
US	Granted	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	15/584,470	5/2/2017	10,045,585	8/14/2018

US	Granted	ORTHOTIC INSOLE WITH ATTACHABLE ANGLE INSERT	29/532,408	7/7/2015	D766,561	9/20/2016
EU	Granted	ORTHOTIC WITH INSERT	313317.00	3/16/2005	000313317-0001	3/16/2005
PCT	Published	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	PCT/IB15002316	12/8/2015		
Norway	Granted	ORTHOTIC INSOLE WITH ATTACHABLE ANGLE INSERT	20160001.00	1/4/2016	85173.00	6/2/2016
EU	Granted	ORTHOTIC INSOLE WITH ATTACHABLE ANGLE INSERT	002934331-001	1/5/2016	002934331-001	2/5/2016
China	Granted	ORTHOTIC INSOLE WITH ATTACHABLE ANGLE INSERT	201630002852.40	1/6/2016	ZL201630002852.4	8/24/2016
Japan	Granted	ORTHOTIC INSOLE WITH ATTACHABLE ANGLE INSERT	2016-000176	1/6/2016	1557721.00	8/5/2016
Canada	Granted	ORTHOTIC INSOLE WITH ATTACHABLE ANGLE INSERT	166124.00	1/4/2016	166124.00	8/9/2016
Australia	Granted	ORTHOTIC INSOLE WITH ATTACHABLE ANGLE INSERT	201610049.00	1/6/2016	366620.00	1/20/2016

Mexico	Registered	ORTHOTIC INSOLE WITH ATTACHABLE ANGLE INSERT	MX/E/2016/000 006	1/7/2016	49100.00	2/20/2017
EU	Published	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	15897617.50	2/5/2018		
China	Published	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	201580081728. 40	1/16/2018		
Canada	Published	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	2991380.00	1/4/2018		
India	Pending	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	201717046851. 00	12/27/2017		
Japan	Pending	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	2017-566814	12/22/2017		
Korea	Pending	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	10-2018- 7003687	2/6/2018		

Mexico	Pending	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	MX/a/2018/000 033	1/8/2018		
Australia	Pending	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	2015401724.00	12/21/2017		
Hong Kong	Pending	ORTHOTIC INSOLE FOR FOOTWEAR WITH AN ATTACHABLE ANGLE INSERT FOR CORRECTING OVER PRONATION OR SUPINATION OF A FOOT	18111621.40	9/10/2018		