

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM545768

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RokFit, Inc.		10/10/2019	Corporation: OKLAHOMA
RECEIVING PARTY DATA			
Name:	Reebok International Limited		
Street Address:	11/12 Pall Mall		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SW1Y5LU		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5090778	UNITED BY FITNESS	
CORRESPONDENCE DATA			
Fax Number:	8453597798		
<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:	8453597700		
Email:	trademark@notaromichalos.com		
Correspondent Name:	John Zaccaria		
Address Line 1:	100 Dutch Hill Road, Suite 240		
Address Line 4:	Orangeburg, NEW YORK 10962		
ATTORNEY DOCKET NUMBER:	J914-497		
DOMESTIC REPRESENTATIVE			
Name:	John Zaccaria		
Address Line 1:	100 Dutch Hill Road, Suite 240		
Address Line 4:	Orangeburg, NEW YORK 10962		
NAME OF SUBMITTER:	John Zaccaria		
SIGNATURE:	/J914-497-JZ-as/		
DATE SIGNED:	10/18/2019		
Total Attachments: 2			

OP \$40.00 5090778

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of OCTOBER 10, 2019, by RokFit, Inc., an Oklahoma corporation (Assignor), in favor of Reebok International Limited, a United Kingdom company ("Assignee").

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the United States Trademark Registration No. 5,090,778 (the "Registration") for the mark UNITED BY FITNESS, including any common law trademark rights therefor (the "Trademark"); and

WHEREAS, Assignee desires to acquire the Registration and Assignor's rights in the Trademark and Assignor agrees to assign to Assignee all of Assignor's right, title and interest in and to the Registration and the Trademark, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all rights, title and interest in and to the Registration and the Trademark together with the goodwill of the business symbolized by the Trademark and the Registration, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

