

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM559271

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Life Brands, LLC		01/28/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	SoTru, LLC		
Street Address:	300 Corporate Drive, Suite 14		
City:	Blauvelt		
State/Country:	NEW YORK		
Postal Code:	10913		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3787453	SOTRU	
CORRESPONDENCE DATA			
Fax Number:	2016786305		
<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:	2015256305		
Email:	dgold@coleschotz.com		
Correspondent Name:	David S. Gold		
Address Line 1:	Court Plaza North, 25 Main Street		
Address Line 4:	Hackensack, NEW JERSEY 07601		
NAME OF SUBMITTER:	David S. Gold		
SIGNATURE:	/David S. Gold/		
DATE SIGNED:	01/28/2020		
Total Attachments: 2			
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CH \$40.00 3787453

ASSIGNMENT

WHEREAS, Life Brands, LLC ("Assignor") wishes to sell, assign, transfer, convey and deliver to Sotru, LLC ("Assignee") the trademark(s) described on Exhibit A hereto (the "Marks") and all associated intellectual property and other rights therein, as further described below, and Assignee wishes to acquire the same;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

1. Assignor does hereby assign unto Assignee, all right, title and interest in and to the Marks, throughout the world, together with all rights, claims and privileges associated therewith including, without limitation, all goodwill associated with the Marks, the right to prosecute and maintain registrations for the Marks, the right to claim priority in connection with the Marks, all causes of action Assignor may have for past, present or future infringement of the Marks and all rights Assignor has to sue and collect damages and payments for claims of past, present or future infringement of the Marks.
2. Assignor hereby authorizes and requests the Commissioner for Patents and Trademarks of the United States, and corresponding authorities in any jurisdictions worldwide, to record Assignee as owner of all right, title and interest in and to the Marks.
3. Assignor agrees to execute all further documents deemed necessary or desirable by Assignee to effectuate, protect or enforce Assignee's rights obtained hereunder.
4. A signed copy of this Assignment shall be enforceable as an original.

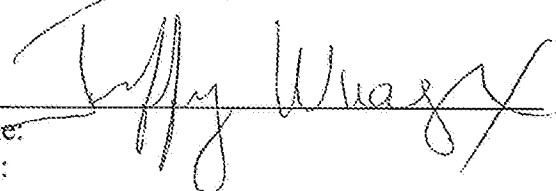
Date: January 28 2020

Assignor: Life Brands, LLC

By: _____

Name: _____

Title: _____



Assignee: Sotru, LLC

Date: January 28 2020

By: _____

Name: _____

Title: _____

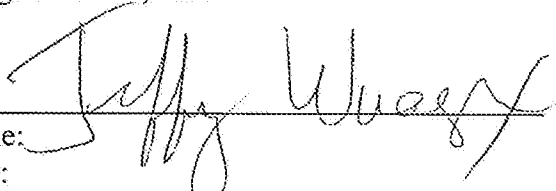


Exhibit A

<u>TradeMark</u>	<u>Registration/Serial Number</u>
SOTRU	US Reg. No. 3787453