

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM560699

<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>
Sports Management International, Inc.		12/19/2019	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Isaacson Fitness LLC		
<b>Street Address:</b>	13636 Ventura Blvd., SUite 512		
<b>City:</b>	Sherman Oaks		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91423		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77866889	NEW YOU NEXT WEEK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7144539824		
<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>	(714)453-9824		
<b>Email:</b>	docketing@lozaip.com		
<b>Correspondent Name:</b>	LOZA & LOZA LLP		
<b>Address Line 1:</b>	305 NORTH SECOND AVE., #127		
<b>Address Line 4:</b>	UPLAND, CALIFORNIA 91786-6064		
<b>ATTORNEY DOCKET NUMBER:</b>	MAML-278		
<b>NAME OF SUBMITTER:</b>	Christina S. Loza		
<b>SIGNATURE:</b>	/Christina S. Loza/		
<b>DATE SIGNED:</b>	02/05/2020		
<b>Total Attachments: 1</b>			
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## TRADEMARK ASSIGNMENT

WHEREAS, Sports Management International, Inc., a California corporation with an address at 13636 Ventura Blvd. Suite 512, Sherman Oaks, CA 91423, referred to herein as "ASSIGNOR," is the owner of record of a U.S. trademark (the "Mark") for which the following US trademark application(s) has/have been applied and/or registered:

Trademark	Serial No.	Registration No.
NEW YOU NEXT WEEK	77/866,889	4,283,291

AND WHEREAS, Isaacson Fitness LLC, a California limited liability company with an address at 13636 Ventura Blvd. Suite 512, Sherman Oaks, CA 91423, referred to herein as "ASSIGNEE", is desirous of acquiring the entire right, title, and interest in the Mark(s) and all rights relating thereto;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all rights, title, and interest in and to said Mark(s), together with the entire goodwill of the business symbolized by the mark(s), and the above-identified application(s)/registration(s) thereof, to the full end of the term for which said mark(s) is/are granted, including the right to renew for so long as Assignee shall desire and be eligible.

ASSIGNOR:

Date: 12-19-19

Signature: Dan Isaacson

Printed Name: Dan Isaacson

on behalf of Sports Management International, Inc.

TRADEMARK