

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM564578

<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>
LaCore Enterprises, LLC		02/28/2020	Limited Liability Company: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pruvit Ventures, Inc.		
<b>Street Address:</b>	901 Sam Rayburn Highway		
<b>City:</b>	Melissa		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75454		
<b>Entity Type:</b>	Corporation: TEXAS		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5407598	KETO UP	
<b>Registration Number:</b>	5405676	KETO UP	
<b>Serial Number:</b>	88260738	KETO UP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9723789115		
<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>	972-378-9111		
<b>Email:</b>	trademark@fbfk.law		
<b>Correspondent Name:</b>	Kelly Kubasta		
<b>Address Line 1:</b>	2500 Dallas Parkway		
<b>Address Line 2:</b>	Suite 600		
<b>Address Line 4:</b>	Plano, TEXAS 75093		
<b>NAME OF SUBMITTER:</b>	Kelly Kubasta		
<b>SIGNATURE:</b>	/Kelly Kubasta/		
<b>DATE SIGNED:</b>	02/28/2020		
<b>Total Attachments: 4</b>			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Assignment") is made by and between LaCore Enterprises, LLC, of 901 Sam Rayburn Highway, Melissa, TX 75454 (the "Assignor"), and Pruvit Ventures, Inc., of 901 Sam Rayburn Highway, Melissa, TX 75454 (the "Assignee"), to be effective as of February 28, 2020 (the "Effective Date").

WITNESSETH

WHEREAS, the Assignor owns, has adopted and used in commerce the trademarks, as indicated in the list of marks in Exhibit A to this Assignment, which is attached hereto and incorporated by reference as if restated in full herein (the "Trademarks"); and

WHEREAS, Assignor has agreed to assign and Assignee has agreed to acquire all of Assignor's right, title, and interest in and to the Mark, the goodwill of the business symbolized thereby and associated therewith, and the right to recover damages and profits for past infringement thereof; and

NOW, THEREFORE, in consideration of these premises, the ongoing burden of maintaining various registrations and enforcement of the Trademarks, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. The Assignor hereby assigns, transfers, and conveys unto the Assignee and its successors and assigns all of Assignor's right, title, and interest in and to the Trademarks, both registered and common law, the goodwill of the business symbolized thereby and associated therewith, and the right to recover damages and profits for past, present, or future infringement thereof.

2. The Assignor hereby authorizes and requests the Commissioner for Patents and Trademarks to transfer the Trademarks to the Assignee.

3. The Assignor agrees to execute all papers and to perform such other proper acts as the Assignee may deem necessary to secure for the Assignee or its designee the rights herein assigned including but not limited to any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such rights, title, and interests in the Assignee, its successors, assigns, and legal representatives.

4. The Assignor agrees to communicate with the Assignee, or its successors, assigns, and legal representatives; any facts known to it respecting the Trademarks and, when requested, without charge to but at the expense of the Assignee, to testify in any legal proceedings, sign all lawful papers, make all lawful oaths, and generally do everything possible to vest title in the Assignee and to aid the Assignee, its successors, assigns, and legal representatives to obtain and enforce proper protection for the Trademarks in all countries.

5. The Assignor represents and warrants that at the time of execution and delivery of this Assignment: (a) all the information contained in Exhibit A herein is correct; and (b) Assignor exclusively owns all rights in the Trademarks without any licenses, covenants not to sue, liens, security interests, encumbrances, or other third party claims and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein.

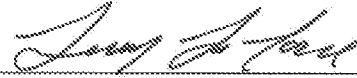
6. The parties may execute multiple counterparts of this Assignment and each is intended to be considered as an original. The parties may substitute telecopied signature pages for original signatures.

7. This Assignment shall be governed by and construed in accordance with the laws of the United States of America and the State of Texas.

*\*\*\* [SIGNATURE PAGE FOLLOWS] \*\*\**

IN WITNESS WHEREOF, the parties have executed this Agreement on

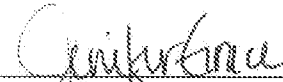
ASSIGNOR: LACORE ENTERPRISES, LLC



By: Terry Halore

Its: Manager

ASSIGNEE: PRUVIT VENTURES, INC.



By: JENIFER GRACE

Its: Corp. Secretary

EXHIBIT A

UNITED STATES TRADEMARK APPLICATIONS AND REGISTRATIONS				
App. Ser. No.	Reg. No.	Mark	Register	Status
88/260,738	TBD	KETO UP	Principal	Suspended Application
87/569,504	5,407,598	KETO UP	Principal	Registered
87/495,148	5,405,676	KETO UP & Design	Principal	Registered

INTERNATIONAL TRADEMARK APPLICATIONS AND REGISTRATIONS
None