

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM566059

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	12/23/2019		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Pure Barre, LLC		03/05/2020	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PB Franchising, LLC		
<b>Street Address:</b>	17877 Von Karman Ave. Suite 100		
<b>City:</b>	IRVINE		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92614		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 15</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88710356	P GO	
<b>Serial Number:</b>	77458033	PURE BARRE	
<b>Serial Number:</b>	85861416	PURE BARRE	
<b>Serial Number:</b>	85861310	P	
<b>Serial Number:</b>	85873922	LIFT · TONE · BURN	
<b>Serial Number:</b>	85923833	BREAKING DOWN THE BARRE	
<b>Serial Number:</b>	86305123	P	
<b>Serial Number:</b>	87495405	PURE FOUNDATIONS	
<b>Serial Number:</b>	87495392	PURE FOUNDATIONS	
<b>Serial Number:</b>	87495411	PURE FOUNDATIONS	
<b>Serial Number:</b>	87613131	PURE REFORM	
<b>Serial Number:</b>	87606577	THIS IS OUR TIME.	
<b>Serial Number:</b>	87606570	PURE BARRE ON DEMAND	
<b>Serial Number:</b>	87495383	PURE EMPOWER	
<b>Serial Number:</b>	87978124	PURE EMPOWER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
<b>TRADEMARK</b>			

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*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 2138915031  
**Email:** ipdocket@buchalter.com, jreider@buchalter.com  
**Correspondent Name:** Jessie K. Reider, CA Bar No. 237113  
**Address Line 1:** 1000 Wilshire Blvd., Suite 1500  
**Address Line 2:** Buchalter  
**Address Line 4:** Los Angeles, CALIFORNIA 90017

<b>NAME OF SUBMITTER:</b>	Jessie K. Reider, CA Bar No. 237113
<b>SIGNATURE:</b>	/jkr/
<b>DATE SIGNED:</b>	03/09/2020

**Total Attachments: 3**  
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**Nunc Pro Tunc Trademark Assignment**

**WHEREAS**, Pure Barre, LLC, a Delaware limited liability company (hereafter, "**Assignor**"), owns the trademark registrations and trademarks represented by such registrations identified on Exhibit A, attached hereto and incorporated by this reference, all collectively referred to herein as the "**Trademarks**";

**WHEREAS**, as of December 23, 2019, Assignor dissolved, and in connection with its dissolution, Assignor assigned certain of its assets to PB Franchising, LLC, a Delaware limited liability company with an address of 17877 Von Karman Avenue, Suite 100, Irvine, 92614 ("**Assignee**");

**WHEREAS** Assignor and Assignee desire to memorialize the assignment of the Trademarks, nunc pro tunc, as of December 23, 2019;

**WHEREAS**, Assignor transferred all of its rights, title and interest in and relating to the Trademarks to, and Assignee wished to receive such transfer; and

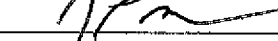
**WHEREAS**, the Parties desire to memorialize the transfer and assignment of the Trademarks, together with the goodwill of the business symbolized by the Trademarks, the applications and registrations therefor, all business related to the Trademarks, all common law rights relating thereto, and all rights to recover for past infringement.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee nunc pro tunc as of December 23, 2019, all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, the applications and registrations therefor, all common law rights relating thereto, and all rights to recover for past infringement.

**IN WITNESS WHEREOF**, Assignor and Assignee have each caused this Nunc Pro Tunc Trademark Assignment to be executed by their duly authorized representatives as of the Effective Date.

**AGREED TO AND ACCEPTED BY ASSIGNOR:**

**Pure Barre, LLC**

By:   
Name: John Meloun  
Title: Chief Financial Officer

**AGREED TO AND ACCEPTED BY ASSIGNEE:**

**PB Franchising, LLC**

By:   
Name: John Meloun  
Title: Chief Financial Officer

**EXHIBIT A**

**TRADEMARKS**

US	PURE BARRE	77458033	3553370
US	PURE BARRE	85861416	4431632
US	P DESIGN	85861310	4431630
US	LIFT · TONE · BURN	85873922	4608054
US	BREAKING DOWN THE BARRE	85923833	4451376
US	P DESIGN	86305123	4671314
US	PURE FOUNDATIONS	87495405	5462386
US	PURE FOUNDATIONS	87495392	
US	PURE FOUNDATIONS	87495411	5379539
US	PURE REFORM	87613131	
US	THIS IS OUR TIME.	87606577	
US	PURE BARRE ON DEMAND	87606570	
US	PURE EMPOWER	87495383	
US	PURE EMPOWER	87978124	5613749
US	P GO and DESIGN	88710356	
N/A	Foreign General Matters		
CA	PURE REFORM	1907450	
CA	PURE EMPOWER	1907453	
CA	PURE BARRE	1621079	TMA979774
CA	P DESIGN	1621080	TMA979773
CA	lift · tone · burn and DESIGN	1621081	TMA979770
AU	PURE BARRE	1750714	1750714
AU	P DESIGN	1750715	1750715
AU	LIFT · TONE · BURN	1750716	1750716
NZ	PURE BARRE	1036876	1036876
NZ	P DESIGN	1036877	1036877
NZ	LIFT · TONE · BURN	1036878	1036878
EM	PURE BARRE	012611133	012611133
EM	P DESIGN	012611323	012611323
KW	PURE BARRE	2019006299	

QA	PURE BARRE	133355	
AE	PURE BARRE	314769	314769
SA	PURE BARRE	195266	
GB	P DESIGN	3429287	3429287
EM	P DESIGN	018125099	018125099
GB	PURE BARRE	3429294	3429294
JP	P DESIGN	2019122689	
JP	PURE BARRE	2019122690	
MX	P DESIGN	2265645	
MX	PURE BARRE	2265597	
CN	PURE BARRE	42779920	
CN	P DESIGN	42784432	
KR	PURE BARRE and DESIGN	402019180777	
IN	PURE BARRE and DESIGN	4377559	
BR	PURE BARRE and DESIGN	918757983	
SG	P DESIGN (Series)	40201927397T	
RU	PURE BARRE	2019758382	
NO	PURE BARRE	201915324	
EG	PURE BARRE and DESIGN	402300	
TR	PURE BARRE and DESIGN	2019113617	