

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM566581

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ivan Khmelevskoy		02/20/2020	INDIVIDUAL: RUSSIAN FEDERATION
RECEIVING PARTY DATA			
Name:	Better Life Initiatives LLC		
Street Address:	15442 Ventura Blvd., Ste 101		
City:	Sherman Oaks		
State/Country:	CALIFORNIA		
Postal Code:	91403		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88264321	HABIT OF	
Serial Number:	88976005	HABIT OF	
CORRESPONDENCE DATA			
Fax Number:	4157056383		
<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:	415-705-6377		
Email:	tmdocketing@dergnoah.com		
Correspondent Name:	DERGOSITS & NOAH LLP		
Address Line 1:	1 EMBARCADERO CTR STE 350		
Address Line 4:	SAN FRANCISCO, CALIFORNIA 94111		
NAME OF SUBMITTER:	Cliff Kuehn		
SIGNATURE:	/ck/		
DATE SIGNED:	03/11/2020		
Total Attachments: 1			
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Trademark Purchase and Assignment Agreement

This **Trademark Purchase and Assignment Agreement** (the "Agreement") is made between Ivan Khmelevskoy, located at 119049, Leninsky prospekt, 11-160, Moscow, Russian Federation 119333 (the "Assignor"), and Better Life Initiatives LLC, a California limited liability company, located at 15442 Ventura Blvd., Ste 101, Sherman Oaks, California 91403 (the "Assignee").

The Assignor is the registered owner of the following trademark applications before the United States Patent and Trademark Office:

Mark	Application No.	Filing Date
HABIT OF	88264321	January 16, 2019
HABIT OF	88976005	January 16, 2019

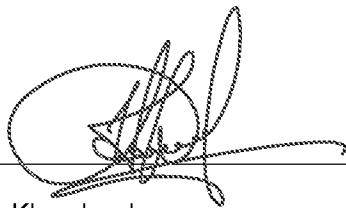
The Assignee wishes to acquire the Assignor's rights in the trademarks listed in this agreement.

The Assignee agrees to pay the Assignor \$1.00.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the marks, together with

- 1) the goodwill of the business relating to the products and services on which the marks are used and for which they are registered,
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the marks, and
- 3) all rights to sue for past, present and future infringement or misappropriations of the marks.

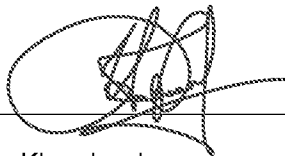
The Assignor further covenants that Assignor will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related goodwill and property.



Ivan Khmelevskoy

02/20/2020

Date



Ivan Khmelevskoy
authorized representative for Better Life Initiatives LLC

02/20/2020

Date: