

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM575994

<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>
Primal Nutrition, LLC		05/07/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Primal Health Coach LLC		
<b>Street Address:</b>	429 Lenox Ave, Suite 529		
<b>City:</b>	Miami Beach		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33139		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5985077	PRIMAL HEALTH COACH INSTITUTE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4122814148		
<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>	4122373941		
<b>Email:</b>	sally.stodolsky@kraftheinz.com		
<b>Correspondent Name:</b>	Patricia Hu		
<b>Address Line 1:</b>	One PPG Place		
<b>Address Line 4:</b>	Pittsburgh, PENNSYLVANIA 15222		
<b>NAME OF SUBMITTER:</b>	Patrica Hu		
<b>SIGNATURE:</b>	/PQH/		
<b>DATE SIGNED:</b>	05/12/2020		
<b>Total Attachments: 1</b>			
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DECLARATION OF ASSIGNMENT

This Trademark Assignment is effective as of the date indicated below.


Whereas, Primal Nutrition, LLC, a limited liability company organized and existing under the laws of Delaware, United States of America, located at 1641 S. Rose Ave., Oxnard, California 93033, United States of America ("Assignor") owns U.S. Registration No. 5,985,077 for the trademark PRIMAL HEALTH COACH INSTITUTE (the "Mark");

Whereas, Primal Health Coach LLC, a limited liability company organized and existing under the laws of Delaware, United States of America, located at 429 Lenox Ave, Suite 529, Miami Beach, FL 33139, United States of America ("Assignee") is desirous of acquiring Assignor's trademark and U.S. Registration No. 5,985,077;


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and the registration thereof, and further including all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages and payments for past or future infringements and misappropriations of the Mark, and all rights to sue for past, present and future infringements or misappropriations of the Mark.

Dated this 7<sup>th</sup> day of May, 2020.

Primal Nutrition, LLC

By:   
Name: Patricia Hu  
Title: Senior Counsel, Trademarks

Primal Health Coach LLC

By:   
Name: MARK SISSON  
Title: MANAGING MEMBER