

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM584434

<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>
Activ Nutritional, LLC		06/26/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Adare Pharmaceuticals, Inc.		
<b>Street Address:</b>	1200 Lenox Drive, Suite 100		
<b>City:</b>	Lawrenceville		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	08648		
<b>Entity Type:</b>	Corporation: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5935014	LB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028427899		
<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>	2124796000		
<b>Email:</b>	trademarks@cooley.com		
<b>Correspondent Name:</b>	Jeffrey H. Greene of Cooley LLP		
<b>Address Line 1:</b>	1299 Pennsylvania Avenue, NW, Suite 700		
<b>Address Line 4:</b>	Washington, D.C. 20004-2400		
<b>ATTORNEY DOCKET NUMBER:</b>	325049-20000		
<b>NAME OF SUBMITTER:</b>	Eunice Yu		
<b>SIGNATURE:</b>	/Eunice Yu/		
<b>DATE SIGNED:</b>	07/02/2020		
<b>Total Attachments: 1</b>			
source=Deed of Assignment (Activ to Adare LB logo) (003)#page1.tif			

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**DEED OF ASSIGNMENT**

Effective June 26, 2020

**WHEREAS** **Activ Nutritional, LLC**, a Delaware limited liability company with offices at Princeton Pike Corporate Center, 1200 Lenox Drive, Suite 100, Lawrenceville (“**Activ**”), is the registered owner of the trademark LB Hexagon Design, US Serial Number: 88017940, US Registration Number: 5935014, the mark consisting of a hexagon with the letters "LB" and a pattern of ovals inside the design (hereinafter: the “**Trademark**”)

**AND**

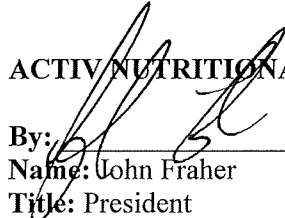
**WHEREAS** **Activ** wishes to assign the Trademark to its sole member, **Adare Pharmaceuticals, Inc.** (hereinafter: “**Adare**”), a Nevada corporation with offices at 1200 Lenox Drive, Suite 100, Lawrenceville, NJ 08648.

**NOW THEREFORE**, in consideration of the covenants contained herein the parties hereto, intending to be legally bound hereby, agree as follows:

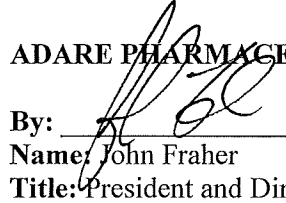
1. **Assignment.** **Activ** hereby assigns to **Adare** all of its right, title and interest in the Trademark and all associated intellectual property and goodwill, and **Adare** accepts such assignment.
2. **Recording.** **Adare** shall be responsible for having the assignment of the Trademark recorded with the relevant government trademark offices.

**IN WITNESS WHEREOF**, the parties hereto have caused this instrument to be executed by their duly authorized representatives with effect as of the date first written above

**ACTIV NUTRITIONAL, LLC**

By:   
Name: John Fraher  
Title: President

**ADARE PHARMACEUTICALS, INC.**

By:   
Name: John Fraher  
Title: President and Director