

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM595198

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Florida Dermatology Plastic Surgery, LLC		09/01/2020	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Forefront Management, LLC		
Street Address:	801 York Street		
City:	Manitowoc		
State/Country:	WISCONSIN		
Postal Code:	54220		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5278102	FOR YOUR BEST SELF	
CORRESPONDENCE DATA			
Fax Number:	4142766581		
<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:	(414) 276-5000		
Email:	Jason.Scoby@wilaw.com		
Correspondent Name:	Jason R. Scoby		
Address Line 1:	111 East Wisconsin Avenue		
Address Line 2:	Suite 1400		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Jason R. Scoby		
SIGNATURE:	/jason r. scoby/		
DATE SIGNED:	09/01/2020		
Total Attachments: 5			
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OP \$40.00 5278102

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is entered into and effective as of September 1, 2020 (the "Closing Date"), by and among FOREFRONT MANAGEMENT, LLC, a Delaware limited liability company ("Buyer"), and FLORIDA DERMATOLOGY PLASTIC SURGERY, LLC, a Florida limited liability company (the "Seller").

BACKGROUND

Contemporaneously with the execution of this Agreement, Buyer, Seller, Anita Saluja, M.D ("Saluja"), Rajesh Gutta, M.D. ("Gutta" and together with Saluja, the "Owners" and Saluja and Gutta may be referred to individually, and interchangeably, as "Owner"), and Forefront Dermatology, S.C. ("FD") are entering into an Asset Purchase Agreement ("Purchase Agreement"), pursuant to which Buyer is purchasing substantially all of Seller's assets, including the trademark described in this Agreement.

AGREEMENT

The parties agree as follows:

1. Assignment. Seller hereby irrevocably conveys, transfers, and assigns to Buyer, and Buyer hereby accepts, all of Seller's right, title, and interest in and to the following:

(a) The trademark described on Exhibit A attached hereto and all issuances, extensions, and renewals thereof (the "Assigned Trademark"), together with the goodwill connected with the use of, and symbolized by, the Assigned Trademark;

(b) All rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) Any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) Any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Agreement upon the request of Buyer.

3. Miscellaneous. Notwithstanding anything to the contrary contained herein, this Agreement is subject, in all respects, to the terms and conditions of the Purchase Agreement, including, without limitation, all of the representations, warranties, covenants and agreements contained therein, all of which survive the execution of this Agreement. Nothing in this Agreement shall supersede, amend, waive, or expand the terms and conditions of the Purchase Agreement. All undefined capitalized terms used herein shall have the meanings ascribed to such terms in the Purchase

Agreement. This Agreement is a "Transaction Document" as that term is defined in the Purchase Agreement. Accordingly, the sections of the Purchase Agreement apply to this Agreement. In the event of any conflict between this Agreement and the Purchase Agreement, the terms and provisions of the Purchase Agreement shall control. The Background Section of this Agreement is incorporated into this Agreement by this reference.

[SIGNATURE PAGE FOLLOWS]

The parties have caused this Agreement to be executed as of the Closing Date.

BUYER:

Forefront Management, LLC

By:  (SEAL)
Scott Brannon, Chief Executive Officer

SELLER:

Florida Dermatology Plastic Surgery, LLC

By: _____ (SEAL)
Anita Sahuja, M.D., Manager

[Signature Page to Trademark Assignment Agreement]

The parties have caused this Agreement to be executed as of the Closing Date.

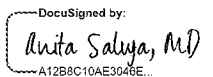
BUYER:

Forefront Management, LLC

By: _____ (SEAL)
Scott Bremen, Chief Executive Officer

SELLER:

Florida Dermatology Plastic Surgery, LLC

By:  _____ (SEAL)
Anita Saluja, M.D., Manager

[Signature Page to Trademark Assignment Agreement]

EXHIBIT A

TRADEMARK

Mark	Registration Date	US Serial Number	US Registration Number
For Your Best Self	August 29, 2017	87217616	5278102