

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM598728

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blu Frog Marketing, LLC	FORMERLY The Limu Company, LLC	09/18/2020	Limited Liability Company: UTAH
RECEIVING PARTY DATA			
Name:	Ariix LLC		
Street Address:	737 East 1180 South		
City:	American Fork		
State/Country:	UTAH		
Postal Code:	84003		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88503554	FITNESS FOR YOUR BRAIN	
CORRESPONDENCE DATA			
Fax Number:			
<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:	8019818281702		
Email:	srichards@rprlaw.net		
Correspondent Name:	Steven A. Richards		
Address Line 1:	1275 E. Fort Union Blvd.		
Address Line 2:	Suite 115		
Address Line 4:	Cottonwood Heights, UTAH 84047		
NAME OF SUBMITTER:	Steven A. Richards		
SIGNATURE:	/steven a richards/		
DATE SIGNED:	09/21/2020		
Total Attachments: 2			
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source=TM Assignment - FITNESS FOR YOUR BRAIN - 20200918#page2.tif			

OP \$40.00 88503554

TRADEMARK ASSIGNMENT

WHEREAS, Blu Frog Marketing, LLC, a Nevada limited liability company with its principal place of business at 117 Red Sky Court, Lake Mary, FL 32746 (“Assignor”), has adopted, owns, and has been using the mark FITNESS FOR YOUR BRAIN (the “Mark”) in interstate commerce in connection with the following goods: “Dietary supplemental drinks; Dietary supplements” in International Class 05; and “Beauty beverages, namely, fruit juices and energy drinks containing nutritional supplements; Energy drinks; Energy drinks enhanced with vitamins, minerals and herbs” in International Class 32; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described goods on July 8, 2019, Application Serial No. 88503554; and

WHEREAS, Assignor has filed the Statement of Use for the Mark under 15 U.S.C. Section 1051(d) on May 1, 2020; and

WHEREAS, Ariix LLC, a Utah limited liability company with its principal place of business at 737 East 1180 South, American Fork, UT 84003 (“Assignee”) desires to acquire the Mark and the application, together with the goodwill symbolized and associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the Mark, together with the good will symbolized by the Mark, and the pending application for registration.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Trademark Assignment as of the date set forth below.

Date: 9-18-20

BLU FROG MARKETING, LLC

By 

Gary J. Raser
Its: Chief Executive Officer

Trademark Assignment: FITNESS FOR YOUR BRAIN TLC/BFM to Ariix - 1

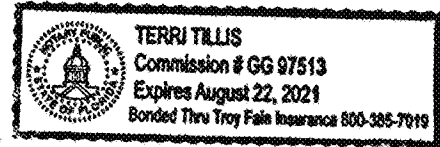
STATE OF FLORIDA }
County of Seminole } ss.

The foregoing instrument was acknowledged before me this 18 day of Sept., 2020, by Gary J. Raser, Chief Executive Officer of Blu Frog Marketing, LLC, a Nevada limited liability company, on behalf of the limited liability company. He is personally known to me or has produced _____ as identification.

Terris Tillis
Signature

(Seal)

Terris Tillis
Notary's Name (print, type, or stamp)



Notary Public State of Florida
Title or Rank

Serial Number (if any)

Trademark Assignment: FITNESS FOR YOUR BRAIN TLC/BFM to Arlix - 2