

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM613153

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Longevity, LLC		12/08/2020	Limited Liability Company: VIRGINIA
RECEIVING PARTY DATA			
Name:	Alpha Nutrition LLC		
Street Address:	104B Sagamore Pwky W, Ste 78		
City:	West Lafayette		
State/Country:	INDIANA		
Postal Code:	47906		
Entity Type:	Limited Liability Company: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3152201	BELLAPLEX	
CORRESPONDENCE DATA			
Fax Number:	6022584441		
<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:	602-258-4440		
Email:	chris@daylawfirm.com		
Correspondent Name:	Christopher J. Day		
Address Line 1:	9977 North 90th Street, Suite 155		
Address Line 4:	Scottsdale, ARIZONA 85258		
NAME OF SUBMITTER:	Christopher J. Day		
SIGNATURE:	/Christopher J. Day/		
DATE SIGNED:	12/08/2020		
Total Attachments: 2			
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OP \$40.00 3152201

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of 10-22-2020, 2020 from Longevity LLC ("ASSIGNOR"), to Alpha Nutrition LLC, a limited liability company organized under the laws of the State of Indiana ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademark (the "Mark"), as listed below, incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Mark is used ("the Goods"):

Mark:

BELLAPLEX
U.S. Reg. No. 3152201
U.S. Filing Date: October 3, 2006

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark and the Goods.

NOW, THEREFORE, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and the Goods, together with (1) the goodwill of the business relating to the Goods in respect upon which the Mark is used and for which it is registered; (2) 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 (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark and the Goods.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

Andrew J. Surwilo
Longevity LLC
(Signature of Officer)

12-8-2020
DATE

Andrew J. Surwilo
(Officer's Typed Name)

EXHIBIT A

Assignment No.	Recordation Date	Execution Date	Assignor(s)	Assignee	Conveyance Type
11	10/30/2020	10/30/2020	CREDITLINE DIRECT FINANCE, L.P.	LONGEVITY, LLC	Release of Security Interest
10	11/12/2015	2/12/2015	ATLANTIC COAST MEDIA GROUP, LLC ACMG HOLDCO, LLC 2B TIMELESS, LLC BELLAPLEX, LLC BELLADERMA, LLC BELLEZZA PRODUCTS, L.L.C. CHRISTIE BRINKLEY SKINCARE, LLC EXCEL NOW, LLC HYDROXATONE, LLC HYDRO SPIN, LLC INSTANT EFFECT, LLC INTERNATIONAL HAIR INSTITUTE, LLC LONGEVITY, LLC LUMINOUE, LLC MYDAILYDOSE, LLC NUTRIBAY, LLC ONEZONE LOGISTICS, LLC OREXIS, LLC SARAH MCNAMARA BEAUTY, LLC URBAN NUTRITION, LLC YOUR BEAUTY ADVISOR, LLC	CREDITLINE DIRECT FINANCE, L.P. 361 MAIN ST FORT WORTH, TEXAS 76102	Security Interest
9	10/30/2015	2/12/2015	HARBERT MEZZANINE PARTNERS II SBC, L.P., AS AGENT	ATLANTIC COAST MEDIA GROUP, LLC 400 TOWN SQUARE PLACE, 6TH FLOOR JERSEY CITY, NEW JERSEY 07310	Release of Security Interest
8	12/23/2014	12/16/2014	ATLANTIC COAST MEDIA GROUP, LLC HYDROXATONE, LLC LONGEVITY, LLC MY DAILY DOSE, LLC OREXIS, LLC SARAH MCNAMARA BEAUTY, LLC BELLEZZA PRODUCTS, L.L.C.	VIRGINIA COMMERCIAL FINANCE, INC. 4551 COX ROAD, SUITE #02 GLEN ALLEN, VIRGINIA 23060	Security Interest
7	12/23/2014	12/12/2014	T.D. BANK N.A.	LONGEVITY, LLC 400 TOWN SQUARE PLACE, 6TH FLOOR JERSEY CITY, NEW JERSEY 07310	Release of Security Interest
6	4/3/2013	4/2/2013	T.D. BANK NORTH, N.A.	LONGEVITY, LLC 168 WASHINGTON BLVD PARSEL CITY, NEW JERSEY 08310	Assigns the Entire Interest
5	9/12/2011	7/29/2011	ATLANTIC COAST MEDIA GROUP, LLC URBAN NUTRITION, LLC HYDROXATONE, LLC LONGEVITY, LLC BELLEZZA PRODUCTS, L.L.C. MYDAILYDOSE, LLC OREXIS, LLC	T.D. BANK N.A. 1000 MCGARTHER BOULEVARD MORRISTOWN, NEW JERSEY 07960	Security Interest
4	1/30/2009	1/29/2009	LONGEVITY, LLC	HARBERT MEZZANINE PARTNERS II SBC, L.P. 1518 CHURCH STREET, SUITE 500 NASHVILLE, TENNESSEE 37215	Security Interest
3	5/14/2008	5/13/2008	BELLEZZA PRODUCTS, L.L.C. URBAN NUTRITION, LLC EXCEL NOW, LLC LONGEVITY, LLC MYDAILYDOSE, LLC OREXIS, LLC	T.D. BANK NORTH, N.A. 1000 MCGARTHER BLVD MORRISTOWN, NEW JERSEY 07960	Assignment and Security Agreement
2	8/4/2006	4/7/2006	URBAN NUTRITION, INC.	LONGEVITY, LLC 170 BOSTON ST HOBOKEN, NEW JERSEY 07030	Assigns the Entire Interest
1	4/14/2006	4/7/2006	URBAN NUTRITION, LLC	HARBERT MEZZANINE PARTNERS II SBC, L.P. ONE RIVERCHASE PARKWAY SOUTH BIRMINGHAM, ALABAMA 35244	Security Interest

TRADEMARK