

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621023

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jason D Simpson Jr.		12/31/2020	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Balance Athletica, LLC		
Street Address:	5303 Havana Street, Ste. 150		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80239		
Entity Type:	Limited Liability Company: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5352936	VITALITY	
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:	3039003804		
Email:	cooper.tollen@milgromlaw.com		
Correspondent Name:	Cooper Thomas Tollen		
Address Line 1:	1550 Larimer Street Num 503		
Address Line 4:	Denver, COLORADO 80202		
NAME OF SUBMITTER:	Cooper Tollen		
SIGNATURE:	/Cooper Tollen/		
DATE SIGNED:	01/19/2021		
Total Attachments: 2			
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OP \$40.00 5352936

ASSIGNMENT OF TRADEMARK

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Jason D. Simpson, an individual located at 2434 West Hedgehog Place, Phoenix, Arizona 85085 ("**Seller**"), hereby sells, assigns, transfers, and conveys to Balance Athletica, LLC, a Colorado limited liability company, located at 5303 Havana Street, Ste. 150, Denver, Colorado 80239 ("**Buyer**"), pursuant to the Trademark Acquisition Agreement dated as of December 31, 2020, by and between Seller and Buyer, all right, title, and interest in and to the trademark set forth on Schedule 1 attached hereto and incorporated by this reference herein, together with the goodwill associated therewith and symbolized thereby, and all claims and causes of action with respect to any of the foregoing, including without limitation all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement or other violation, and all other rights, privileges, and protections of any kind whatsoever of Seller accruing under any of the foregoing provided by any applicable law, treaty, or other international convention.

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

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademark to be executed on this 31st day of December, 2020 by its duly authorized officer.

Jason D. Simpson Jr.

Jason D. Simpson

AGREED TO AND ACCEPTED:

Balance Athletica, LLC

By: Taylor Dilk

Name: Taylor Dilk

Title: Manager

SCHEDULE 1

Acquired Mark

Trademark Registration

Mark	Jurisdiction	Registration Number	Registration Date	International Class	Description of Goods/Services
VITALITY	United States	5352936	Dec. 12, 2017	025	Clothing, namely, hats, shirts, tank tops, t-shirts, hoodies, sweatshirts