

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM626495

<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>
Elevate Brands, LLC		02/09/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KRISP NUTRITION LLC		
<b>Street Address:</b>	11601 Wilshire Boulevard		
<b>Internal Address:</b>	Suite 1800		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90025		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5853372	KEEP IT KETO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8583141501		
<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>	8583141506		
<b>Email:</b>	adskale@mintz.com, jddib@mintz.com, acromanini@mintz.com, IPDocketingBOS@mintz.com, Mintzdocketing@cpaglobal.com		
<b>Correspondent Name:</b>	Andrew D. Skale		
<b>Address Line 1:</b>	3580 Carmel Mountain Road		
<b>Address Line 2:</b>	Suite 300		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92130		
<b>ATTORNEY DOCKET NUMBER:</b>	058846-408T01US		
<b>NAME OF SUBMITTER:</b>	Andrew D. Skale		
<b>SIGNATURE:</b>	/Andrew D. Skale/		
<b>DATE SIGNED:</b>	02/16/2021		
<b>Total Attachments: 1</b>			
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**U.S. TRADEMARK ASSIGNMENT**

WHEREAS, Elevate Brands, LLC (“Assignor”), a Delaware limited liability company, with a business address at 17412 Ventura Blvd, Suite 433, Encino, CA 91316 owns U.S. Trademark Registration No. 5,853,372 in the U.S. Patent and Trademark Office for **KEEP IT KETO** (“Mark”); and

WHEREAS, KRISP NUTRITION LLC (“Assignee”), a Delaware Limited Liability Company, with a business address at 11601 Wilshire Boulevard, Suite 1800, Los Angeles, CA 90025 desires to acquire any and all of Assignor’s existing rights, title and interest in the Mark.

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in the Mark, together with the goodwill of the business symbolized by the Mark, as well as the right to sue for and collect damages for past, present, and future infringements.

ELEVATE BRANDS, LLC

DocuSigned by:  
By:   
02070EDED72C120...

Name: Noah Bremen

Title: CEO/Founder

Dated: February 9, 2021

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