

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM631565

<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>
DORENE MACVEY		03/08/2021	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ITHRIVE31, LLC		
<b>Street Address:</b>	10335 NW 42ND ST		
<b>City:</b>	POLK CITY		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	50226		
<b>Entity Type:</b>	Limited Liability Company: IOWA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5129750	ITHRIVE31	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3193658443		
<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>	3193659461		
<b>Email:</b>	uspto@shuttleworthlaw.com		
<b>Correspondent Name:</b>	Jason R. Sytsma		
<b>Address Line 1:</b>	115 3rd Ave SE		
<b>Address Line 2:</b>	Suite 500		
<b>Address Line 4:</b>	Cedar Rapids, IOWA 52401		
<b>NAME OF SUBMITTER:</b>	Jason R. Sytsma		
<b>SIGNATURE:</b>	/Jason R. Sytsma/		
<b>DATE SIGNED:</b>	03/12/2021		
<b>Total Attachments: 1</b>			
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OP \$40.00 5129750

TRADEMARK ASSIGNMENT

WHEREAS, Dorene MacVey of Polk City, Iowa, had adopted and used in connection with a business she conducted under the name of "ITHRIVE31, LLC" the following trademark which is registered in the United States Patent and Trademark Office:

Registration No. 5,129,750 dated January 24, 2017  
for "ITHRIVE31"

WHEREAS, the Assignor, Dorene MacVey, on August 24, 2015 formed a limited liability company, ITHRIVE31, LLC to continue the business she was conducting, which limited liability company is organized and exists under the laws of the State of Iowa and has a principal place of business at 10335 NW 42<sup>nd</sup> St, Polk City, Iowa 50226; and

WHEREAS, subsequent to the formation of ITHRIVE31, LLC, Dorene MacVey did transfer to ITHRIVE31, LLC all the assets of the business she was conducting under the name ITHRIVE31, LLC, which assets included the foregoing mark and registration therefor, together with the goodwill of the business symbolized by the said mark; and

WHEREAS, ITHRIVE31, LLC and Dorene MacVey wish to confirm the transfer and assignment of said mark and registration.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Dorene MacVey, does hereby assign and transfer to ITHRIVE31, LLC all right, title and interest in and to the foregoing identified registration and the mark identified in said registration, together with the goodwill of the business symbolized by the marks.

*Dorene MacVey*  
\_\_\_\_\_  
DORENE MACVEY

STATE OF IOWA    )  
                                  ) ss  
COUNTY OF        )

On this 8 day of March, 2021, before me personally appeared Dorene MacVey, to me known to the person named in who executed the foregoing instrument, and he acknowledged that he executed the same as his voluntary act and deed.

*Christina Myers*  
\_\_\_\_\_  
Notary Public

