

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM635737

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hylete, Inc.		03/17/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	GracedByGrit Foundation Inc.		
Street Address:	153 NORTH HIGHWAY 101, SUITE 103		
City:	SOLANA BEACH		
State/Country:	CALIFORNIA		
Postal Code:	92075		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88070940	GRACEDBYGRIT	
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:	858-800-2537		
Email:	kristen@ns-lg.com		
Correspondent Name:	Jonathan A. Muenkel		
Address Line 1:	12636 High Bluff Drive, Suite 400		
Address Line 2:	northstar law group, pc		
Address Line 4:	San Diego, CALIFORNIA 92130		
NAME OF SUBMITTER:	Kristen Lemme		
SIGNATURE:	/Kristen Lemme/		
DATE SIGNED:	03/30/2021		
Total Attachments: 2			
source=121-00009 Assignment of Trademark (Hylete to GBG Foundation) (3-9-21)#page1.tif			
source=121-00009 Assignment of Trademark (Hylete to GBG Foundation) (3-9-21)#page2.tif			

OP \$40.00 88070940

ASSIGNMENT

WHEREAS, Hylete, Inc., a Delaware corporation (hereinafter "ASSIGNOR"), adopted, used, and is the owner of certain rights in the trademark set forth in Schedule A attached hereto (hereinafter "Trademark");

WHEREAS, GracedByGrit Foundation Inc., a California non-profit corporation (hereinafter "ASSIGNEE"), desires to acquire the entire and exclusive right, title, and interest in and to the Trademark, and all goodwill of the business associated with and symbolized by the Trademark;

AND WHEREAS, it is desired that the assignment of the Trademark be made of record in the United States Patent and Trademark Office.

NOW THEREFORE, in consideration of the foregoing and for other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby sells, transfers, assigns, conveys and delivers to ASSIGNEE, and ASSIGNEE hereby purchases, acquires, assumes and accepts from Assignor, all right, title and interest in and to the aforesaid Trademark, including any causes of action relating to said Trademark, claims for damages, profits and costs, both in equity and law, for any infringements of said Trademark accruing on or before the date of the Assignment, together with the goodwill of the business symbolized by the Trademark, and including the applications and registration thereof as set forth in Schedule A, and all rights therein provided by international conventions and treaties, and all rights of renewals that relate to the Trademark.

ASSIGNOR covenants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into that would conflict with the present Assignment. ASSIGNOR further covenants that ASSIGNOR will promptly execute and deliver to ASSIGNEE, its successors or assigns or their legal representatives any documents, instruments, or affidavits required to apply for, register, renew, enforce, and otherwise exercise its ownership of the Trademark in the United States or in any foreign country. ASSIGNOR further covenants that upon request from ASSIGNEE, its successors or assigns or their legal representatives, ASSIGNOR will promptly provide all pertinent facts and documents relating to the Trademark that are known and accessible to ASSIGNOR, and that ASSIGNOR will testify in any litigation or administrative proceeding related thereto.

ASSIGNOR and ASSIGNEE agree that execution of this Assignment terminates that certain Trademark License Agreement executed by ASSIGNOR and ASSIGNEE on August 18, 2020.

Date: 3/17/2021

ASSIGNOR - Hylete, Inc.

DocuSigned by:

Adam S. Colton

DAC77B0DE7F5411
Name: Adam Colton

Title: COO

Date: 3/17/2021

ASSIGNEE - GracedByGrit Foundation Inc.

DocuSigned by:

Katherine

C931AB6CC3342F
Name: Kate Nowlan

Title: COO

SCHEDULE A

Cntry	App.No	Reg.No	Mark	Goods/Services
USA	88070940	6245968	GRACEDBYGRIT	IC 041: Educational and entertainment services, namely, providing motivational speaking services in the field of grit, adversity, and self-confidence.