

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM639570

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Response Products Ltd.		12/31/2018	Corporation: HONG KONG

RECEIVING PARTY DATA

Name:	Ideal Living, LLC
Street Address:	14724 Venture Blvd., Suite 200
City:	Sherman Oaks
State/Country:	CALIFORNIA
Postal Code:	91403
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	4741895	IDEAL LIVING
Registration Number:	4488486	LIGHT RELIEF
Registration Number:	4621287	MBWC
Registration Number:	3993028	MBWC
Registration Number:	3993027	MBWC WORLD CLASS
Registration Number:	4621190	MIRACLE BLADE
Registration Number:	4139274	ROTO-PEEL
Registration Number:	4684818	SHAKE 'N TAKE
Registration Number:	4632512	WALKFIT
Registration Number:	3632680	WALKFIT PLATINUM
Serial Number:	86907629	MISTIFY

CORRESPONDENCE DATA

Fax Number: 4048538806

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.

Phone: 404-853-8926

Email: conniefuentes@eversheds-sutherland.us

Correspondent Name: Jeremy D. Spier

Address Line 1: 999 Peachtree Street, NE, Suite 2300

Address Line 4: Atlanta, GEORGIA 30309-3996

TRADEMARK

NAME OF SUBMITTER:	Jeremy D. Spier
SIGNATURE:	/Jeremy D. Spier/
DATE SIGNED:	04/15/2021
Total Attachments: 8 source=#16 IP FINAL NOTORIAZED Assignment Response Products to Ideal Living LLC - Dec 31, 2018#page1.tif source=#16 IP FINAL NOTORIAZED Assignment Response Products to Ideal Living LLC - Dec 31, 2018#page2.tif source=#16 IP FINAL NOTORIAZED Assignment Response Products to Ideal Living LLC - Dec 31, 2018#page3.tif source=#16 IP FINAL NOTORIAZED Assignment Response Products to Ideal Living LLC - Dec 31, 2018#page4.tif source=#16 IP FINAL NOTORIAZED Assignment Response Products to Ideal Living LLC - Dec 31, 2018#page5.tif source=#16 IP FINAL NOTORIAZED Assignment Response Products to Ideal Living LLC - Dec 31, 2018#page6.tif source=#16 IP FINAL NOTORIAZED Assignment Response Products to Ideal Living LLC - Dec 31, 2018#page7.tif source=#16 IP FINAL NOTORIAZED Assignment Response Products to Ideal Living LLC - Dec 31, 2018#page8.tif	

ASSIGNMENT OF INTELLECTUAL PROPERTY #16

Effective: December 31, 2018

WHEREAS, Response Products Ltd., a Hong Kong corporation having a registered office at 11th Floor, One Pacific Place, 88 Queensway, Hong Kong, and a mailing address at Unit B, 16th Floor, W Square 314-324 Hennessy Road, Wanchai HONG KONG, ("ASSIGNOR") is assigning the Intellectual Property specified in the attached Exhibit A to Ideal Living, LLC, a Delaware limited liability company having an address at 14724 Venture Blvd., Suite 200, Sherman Oaks, CA 91403, ("ASSIGNEE") in accordance with the following terms:

1. TRADEMARK ASSIGNMENT

WHEREAS, ASSIGNOR is the owner of all right, title, and interest, in and to the trademarks listed in the attached Exhibit A filed in the respective Trademark Offices listed in Exhibit A (collectively, the "Trademarks"); and

WHEREAS, ASSIGNEE is desirous of acquiring said Trademarks and the registrations thereof, together with the good will of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer unto ASSIGNEE all right, title, and interest in the Trademarks and in the identified registrations of the Trademarks, including the right to sue for damages and other remedies in respect of any infringement of the Trademarks which may have occurred before the date of this assignment, together with the good will of the business symbolized by the Trademarks.

2. COPYRIGHT ASSIGNMENT

WHEREAS, ASSIGNOR is the owner of certain original works of authorship that have been fixed in a tangible medium and registered as copyrights listed in Exhibit A (collectively, the "Copyrights") and registered in the countries listed in Exhibit A; and

WHEREAS, ASSIGNEE desires to obtain the rights in and to the Copyrights;

NOW THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, and transfer to ASSIGNEE its entire right, title, and interest in any and all of the Copyrights or similar rights, recognized under the laws of the United States of America or any other jurisdiction, in and to all

the Copyrights including the right to seek and hold registrations of the claim of copyright in any jurisdiction providing for same.

Additionally, ASSIGNOR assigns to ASSIGNEE the right to bring any and all claims for infringement of said Copyrights which claims arose, or are in any way based on acts that occurred, prior to the date of this assignment.

Lastly, ASSIGNOR hereby waives any claim ASSIGNOR has or may have under any theory of natural rights of attribution under the copyright law of any jurisdiction with respect to said Copyrights, to the extent such waiver is recognizable under the law of such jurisdiction.

3. PATENT ASSIGNMENT

WHEREAS, ASSIGNOR owns certain inventions and improvements disclosed in the patents listed in the attached Exhibit A and filed in the respective patent offices as noted on Exhibit A (collectively, the "Patents"); and

WHEREAS, ASSIGNEE is desirous of acquiring ownership in the Patents;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents does hereby sell, assign, and transfer unto ASSIGNEE the full, exclusive and entire right, title, and interest in and to the Patents, related applications, in and to any divisions, continuations, continuation-in-parts, and reissues thereof, and in and to all inventions and improvements disclosed and described in said application, preparatory to obtaining Letters Patent of the United States therefor; and ASSIGNOR hereby requests the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States resulting from said application, or from a division, continuation, continuation-in-part, or reissue thereof, to ASSIGNEE, as the assignee, for its interest and for the sole use and benefit of ASSIGNEE and its assigns and legal representatives.

For the same consideration, ASSIGNOR by these presents does hereby sell, assign, and transfer to ASSIGNEE the full, exclusive, and entire right, title, and interest in and to any foreign application or applications corresponding to said application, in whole or in part, in countries other than the United States, in and to any of the Patents and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations, said foreign applications to be filed and issued in the name of ASSIGNEE, or its designee insofar as permitted by applicable law.

AND, for the same consideration, ASSIGNOR agrees to sign all lawful papers, execute all divisional, continuation, continuation-in-part, reissue and other applications, make all assignments and rightful oaths, and generally do everything possible to aid ASSIGNEE, its successors, assigns, and nominees, to obtain and enforce proper protection for all said inventions and improvements disclosed in the Patents in all countries throughout the world.

ASSIGNOR further agrees that all necessary records of ASSIGNOR to establish priority of invention in any interference, post grant proceeding, lawsuit, or similar proceeding will be made available at no additional charge to ASSIGNEE, in the event such records are needed in connection with any of the assigned Patents or related applications for the Patents.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed by its duly authorized officers effective as of the date set forth above.

For and on behalf of
RESPONSE PRODUCTS LIMITED

Response Products Ltd.

By: _____

Print Name: T. Kubacki

Title: DIRECTOR

Authorized Signature(s)

Ideal Living, LLC

By: _____

Print Name: Peter Spiegel

Title: Manager/CEO

EXHIBIT A – INTELLECTUAL PROPERTY

Trademarks

Country	MARK	App. No.	Filing Date	Reg. No.	Reg. Date	Status
European Union (Community)	MBWC Logo (Response Products)			1206921	5/6/2014	Registered
United States of America	IDEAL LIVING	86/225,058	3/18/2014	4,471,895	5/26/2015	Registered
United States of America	LIGHT RELIEF	86/018,074	7/23/2013	4,488,486	2/25/2014	Registered
United States of America	MBWC + design	86/272,283	5/5/2014	4,621,287	10/14/2014	Registered
United States of America	MBWC Cube Logo	85/176,569	11/15/2010	3,993,028	7/12/2011	Registered
Int'l Registration - Madrid Protocol Only	MBWC Logo (Response Products)			1206921	5/6/2014	Registered
United States of America	MBWC World Class and Logo	85/176,563	11/15/2010	3,993,027	7/12/2011	Registered
United States of America	MIRACLE BLADE	86/231,523	3/25/2014	4,621,190	10/14/2014	Registered
China (People's Republic)	MIRACLE BLADE (CN Characters)	5788604	12/15/2006	5788604		Registered
United States of America	MISTIFY	86/907,629	2/15/2016			Allowed
Korea, Republic of	MWBC Logo	40-2017-0026025	2/28/2017	40-1290413	9/28/2017	Registered
United States of America	ROTO-PEEL	85/475,220	11/17/2011	4,139,274	5/8/2012	Registered
China (People's Republic)	SHAKE 'N TAKE	5693974	10/31/2006	5693974		Registered

United States of America	SHAKE 'N TAKE	86/336,483	7/17/2014	4,684,818	2/10/2015	Registered
Taiwan	SHAKE 'N TAKE	95033857	10/26/2007	1266131	6/15/2007	Registered
Australia	WALKFIT	1044311	3/2/2005	1044311	10/10/2005	Registered
Chile	WALKFIT	678343	3/4/2005	1222032	10/14/2005	Registered
China (People's Republic)	WALKFIT	4123174	6/15/2004	4123174		Registered
South Africa	WALKFIT	2005/04025	3/2/2005	2005/04025	7/29/2008	Registered
United States of America	WALKFIT	86/286,600	5/20/2014	4,632,512	11/4/2014	Registered
Taiwan	WALKFIT	94009075	3/2/2005	1175459	9/30/2005	Registered
European Union (Community)	WALKFIT	4318119	3/2/2005	4318119		Registered
China (People's Republic)	WALKFIT (CN Characters)	6027427	4/28/2007	6027427		Registered
United States of America	WALKFIT PLATINUM	77/427,794	3/20/2008	3,632,680	6/2/2009	Registered

Copyrights

CountryName	TrademarkName	RegNumber	RegDate	TrademarkStatus
China (People's Republic)	Miracle Blade III Packaging Image 1	2016-F-00261554	3/16/2016	Registered
China (People's Republic)	Miracle Blade III Packaging Image 2	2016-F-00261556	3/16/2016	Registered
China (People's Republic)	Miracle Blade World Class Packaging Image 1	2016-F-00261553	3/16/2016	Registered

China (People's Republic)	Miracle Blade World Class WBWC Packaging Image 2	2016-F- 00261552	3/16/2016	Registered
China (People's Republic)	Paint Zoom Logo Copyright	2016-F- 00261555	3/16/2016	Registered
China (People's Republic)	Paint Zoom Packaging	2016-F- 00261551	3/16/2016	Registered
China (People's Republic)	Walkfit - blue design package 1	2016-F- 00261559	3/16/2016	Registered
China (People's Republic)	Walkfit - blue design package 2	2016-F- 00261557	3/16/2016	Registered
China (People's Republic)	Walkfit Platinum Packaging - Back	2016-F- 00261560	3/16/2016	Registered
China (People's Republic)	Walkfit Platinum Packaging - front	2016-F- 00261558	3/16/2016	Registered

Patents

Country	Status	Title	App Number	File Date	Pat Number	Issue
EU	Granted	Knife	1902230.00	8/8/2011	0019002230-0001	8/8/2011
EU	Granted	Knife	1902230.00	8/8/2011	0019002230-0001	8/8/2011
EU	Granted	Knife	1902230.00	8/8/2011	0019002230-0002	8/8/2011
EU	Granted	Knife	1902230.00	8/8/2011	0019002230-0003	8/8/2011
EU	Granted	Knife	1902230.00	8/8/2011	0019002230-0004	8/8/2011

EU	Granted	Knife	1902230.00	8/8/2011	0019002230-0005	8/8/2011
EU	Granted	Knife	1902230.00	8/8/2011	0019002230-0006	8/8/2011
China	Granted	Knife	201130258500.20	8/2/2011	201130258500.20	3/3/2012
China	Granted	Knife	201130258499.30	8/2/2011	201130258499.30	6/20/2012
China	Granted	Knife	201130258498.90	8/2/2011	201130258498.90	6/20/2012
China	Granted	Knife	201130258497.40	8/2/2011	201130258497.40	2/29/2012
China	Granted	Knife	201130258496.X	8/2/2011	201130258496.X	3/7/2012
China	Granted	Knife	201130258490.20	8/2/2011	201130258490.20	3/7/2012
China	Granted	Knife	201130258489.X	8/2/2011	201130258489.X	3/7/2012
EU	Granted	Peeler	1982521.00	1/27/2012	001982521-0001	1/27/2012
China	Granted	Knife	201130258488.50	8/2/2011	201130258488.50	6/20/2012
EU	Granted	Knife	1902230.00	8/8/2011	0019002230-0008	8/8/2011

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

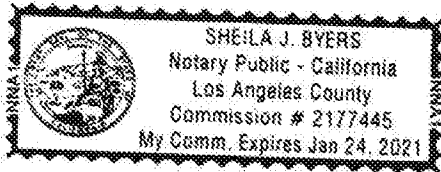
State of California

County of Los Angeles

On Dec 28, 2018 before me, Sheila J. Byers, notary public, Date Here Insert Name and Title of the Officer

personally appeared Peter Spiegel Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Place Notary Seal and/or Stamp Above

Signature Sheila J. Byers Signature of Notary Public

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Assignment of Intellectual Property #116 Document Date: Effective: Dec 31, 2018 Number of Pages: 1, pages Signer(s) Other Than Named Above: T. Kuboki

Capacity(ies) Claimed by Signer(s)

Signer's Name: Peter Spiegel Signer's Name: Corporate Officer - Title(s): CEO Capacity(ies) Claimed by Signer(s) checkboxes: [X] Corporate Officer - Title(s): CEO [] Partner - [] Limited [] General [] Individual [] Attorney in Fact [] Trustee [] Guardian of Conservator [] Other: Signer is Representing: Ideal Living LLC