

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM663421

<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>
Habit, Inc.		07/27/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Habit, LLC		
<b>Street Address:</b>	205 108th Avenue NE		
<b>Internal Address:</b>	Suite 150		
<b>City:</b>	Bellevue		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98004		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4704674	HABITSNACKS	
<b>Registration Number:</b>	5282058	HABIT FOOD, PERSONALIZED	
<b>Registration Number:</b>	5277283	HABIT FOOD, PERSONALIZED	
<b>Registration Number:</b>	5267032	HABIT FOOD, PERSONALIZED	
<b>Registration Number:</b>	5297395	H	
<b>Registration Number:</b>	5302450	HABIT FOOD, PERSONALIZED	
<b>Registration Number:</b>	5292995	FIND WHAT FEEDS YOU	
<b>Registration Number:</b>	5449271	THE HABIT CHALLENGE SHAKE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	206-224-8024		
<b>Email:</b>	amatherly@karrtuttle.com		
<b>Correspondent Name:</b>	Adam D. Matherly		
<b>Address Line 1:</b>	701 Fifth Avenue Suite 3300		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98104		
<b>NAME OF SUBMITTER:</b>	Adam D. Matherly		

OP \$215.00 4704674

<b>SIGNATURE:</b>	/Adam Matherly/
<b>DATE SIGNED:</b>	07/29/2021
<b>Total Attachments: 3</b> source=Trademark_Assignment_to_Habit_LLC_Execution_Copy#page1.tif source=Trademark_Assignment_to_Habit_LLC_Execution_Copy#page2.tif source=Trademark_Assignment_to_Habit_LLC_Execution_Copy#page3.tif	

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”) is made and entered into as of July 27, 2021 (the “**Effective Date**”), by **HABIT, INC.**, a Delaware corporation (“**Assignor**”), in favor of **HABIT, LLC**, a Delaware limited liability company (“**Assignee**”).

**WHEREAS**, Assignor has adopted, used and is the owner of the trademarks and associated registrations and pending applications identified in the attached Exhibit A (together, the “**Marks**”); and

**WHEREAS**, in connection with that certain Assignment of Assets, dated and effective July 27, 2021, by and among Assignor and Assignee (the “**Agreement**”), Assignor wishes to assign the Marks, together with the goodwill associated with the Marks, to Assignee.

**NOW, THEREFORE**, for good and valuable consideration, and in addition to such other instruments of transfer as are being given in connection with the closing of the transactions contemplated by the Agreement, Assignor hereby transfers, conveys and assigns to Assignee and its successors in interest the entire right, title and interest of Assignor in and to the Marks, including all goodwill associated with the Marks, and all registrations and pending applications associated with the Marks including but not limited to the registrations and pending applications set forth on the attached Exhibits.

This Assignment is provided pursuant to the Agreement. Nothing contained in this Assignment shall be deemed to supersede, enlarge, limit, or modify any of the obligations, agreements, covenants, or warranties of Assignor or Assignee contained in the Agreement, all of which survive the execution, delivery and recording of this Assignment.

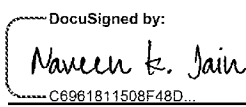
Dated and effective: July 27, 2021.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK; SIGNATURE PAGE FOLLOWS]

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

Assignor:

**HABIT, INC.,**  
a Delaware corporation

By:   
Name: Naveen Jain  
Title: Chief Executive Officer

Assignee:

**HABIT, LLC,**  
a Delaware limited liability company

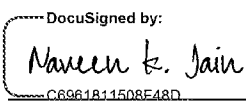
By:   
Name: Naveen Jain  
Title: Chief Executive Officer

Exhibit A***U.S. Trademark Registrations and Pending Applications***




<u>Ref</u>	<u>Mark</u>	<u>U.S. Serial No.</u>	<u>Application Filing Date</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
1	HABITSNACKS	86049274	August 27, 2013	4704674	March 17, 2015
2	HABIT FOOD, PERSONALIZED	86918523	February 24, 2016	5282058	September 5, 2017
3	HABIT FOOD, PERSONALIZED	86918529	February 24, 2016	5277283	August 29, 2017
					
4	HABIT FOOD, PERSONALIZED	86982672	November 1, 2015	5267032	August 5, 2017
					
5	H	86982878	February 24, 2016	5297395	September 26, 2017
					
6	HABIT FOOD, PERSONALIZED	86982883	June 15, 2015	5302450	October 3, 2017
7	THE HABIT CHALLENGE SHAKE	87153479	August 29, 2016	5449271	April 17, 2018
8	FIND WHAT FEEDS YOU	87975654	December 6, 2016	5292995	September 19, 2017

Exhibit A

#1175694 v1 / 72204-001

**RECORDED: 07/29/2021****TRADEMARK  
REEL: 007369 FRAME: 0332**