

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM665694

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Bikini Body Training Company Pty Ltd		07/29/2021	Private Limited Company: AUSTRALIA
RECEIVING PARTY DATA			
Name:	ICON HEALTH & FITNESS, INC.		
Street Address:	1500 South 1000 West		
City:	Logan		
State/Country:	UTAH		
Postal Code:	84321		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	87474616	BIKINI BODY GUIDE	
Serial Number:	90420082	BBG	
Registration Number:	6399166	SWEAT	
Registration Number:	6337531	PWR	
Registration Number:	5464220	SWEAT	
CORRESPONDENCE DATA			
Fax Number:	8015327543		
<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:	8015321500		
Email:	patent@rqn.com, ip@iconfitness.com		
Correspondent Name:	Ray Quinney & Nebeker - ICON		
Address Line 1:	36 South State Street		
Address Line 2:	Suite 1400		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	Paul N. Taylor		
SIGNATURE:	/Paul N. Taylor, Reg.# 57271/		
DATE SIGNED:	08/06/2021		
Total Attachments: 3			

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ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, ICON HEALTH & FITNESS, INC., a Delaware corporation with its principal place of business located at 1500 South 1000 West, Logan, Utah 84321 ("Assignee"), is the full owner of its subsidiary, The Bikini Body Training Company Pty Ltd ACN 162 849 701, an Australian corporation with its principal place of business located at UNIT 4, 62-66 Glen Osmond Rd Parkside SA AUSTRALIA 5063 ("Assignor");

WHEREAS, Assignor desires to transfer all of its trademarks as identified in Schedule A and the goodwill of the business symbolized thereby, and the right to sue and collect damages for past and/or future infringement thereof (the "IP"), to Assignee desires to receive all of Assignor's trademarks and all associated good will.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey unto Assignee all right, title and interest in and to the IP, the goodwill of the business symbolized thereby, and the right to sue and collect damages for past and/or future infringement thereof.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement, effective as of the date set forth below.

SIGNED on this the 29th day of July, 2021.

Assignor:

The Bikini Body Training Company Pty Ltd ACN 162 849 701,
an Australian Private Company

By: 

Name: Karen Jarrett

Title: Company Secretary, CEO

Assignee:

ICON HEALTH & FITNESS, INC.,
a Delaware Corporation

By: 

Everett Smith, Secretary and General Counsel

SCHEDULE A

Trademarks

Mark	Territory	Application No.	Application Date
BIKINI BODY GUIDE	Australia	2180529	20 May 2021
SWEAT 	Australia	1885187	6 Nov 2017
PWR	Australia	1881721	20 Oct 2017
MADE BY YOU	Australia	1891751	4 Dec 2017
BBG	Australia	2144696	21 Dec 2020
BIKINI BODY GUIDE	New Zealand	1068383	6 Jun 2017
BIKINI BODY GUIDE	New Zealand	1119928	6 Jun 2017
BIKINI BODY GUIDE	United States of America	87474616	5 Jun 2017
SWEAT 	United States of America	87718939	13 Dec 2017
PWR	United States of America	87665059	30 Oct 2017
BBG	United States of America	90420082	28 Dec 2020
 SWEAT	United States of America	87626495	28 Sep 2017
SWEAT	Canada	2038010	3 Jul 2020
SWEAT 	Canada	2038176	6 Jul 2020

Mark	Territory	Application No.	Application Date
	Canada	2038177	6 Jul 2020
BIKINI BODY GUIDE	European Union (EUTM)	016805277	2 Jun 2017
SWEAT WITH	European Union (EUTM)	1350700	17 Mar 2017
Sweat	United Kingdom	00003531942	10 Sep 2020
BIKINI BODY GUIDE	United Kingdom	00916805277	2 Jun 2017
SWEAT WITH	United Kingdom	00801350700	17 Mar 2017
Sweat	Switzerland	71665/2018	9 Apr 2018
SWEAT WITH	Switzerland	51957/2017	15 Feb 2017
SWEAT WITH	Russian Federation	1350700	17 Mar 2017
SWEAT WITH	WIPO	1350700	17 Mar 2017