

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM696898

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900655167		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Healthy Lifestyle Brands, LLC		10/11/2021	Limited Liability Company: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The 100 Mile Group, LLC		
<b>Street Address:</b>	4279 Roswell Rd NE, Suite 208 #356		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30342		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5171726	BETTER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123091100		
<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>	2123091000		
<b>Email:</b>	tmdocketny@hunton.com		
<b>Correspondent Name:</b>	James E. Rosini Esq.		
<b>Address Line 1:</b>	200 Park Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10166		
<b>NAME OF SUBMITTER:</b>	James E. Rosini, Esq.		
<b>SIGNATURE:</b>	/James E. Rosini/		
<b>DATE SIGNED:</b>	12/22/2021		
<b>Total Attachments: 2</b>			
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source=Notice of Non-Recordation of Assignment - Healthy Life Style to The 100 Mile Group#page1.tif			

## TRADEMARK ASSIGNMENT

Healthy Lifestyle Brands, LLC, an Arizona limited liability company with an address at 5141 N. 40th Street, Suite 300, Phoenix, Arizona 85018 (“*Assignor*”), owns rights, title and interest to the trademark BETTER, as well as the specific trademark registration shown in Schedule A (the “*Trademark*”); and

The 100 Mile Group, LLC, a Delaware limited liability company with an address at 4279 Roswell Rd NE, Suite 208 #356, Atlanta, Georgia 30342 (“*Assignee*”), desires to acquire all right, title, and interest in and to the Trademark and all goodwill and common law rights appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor does hereby assign and transfer to Assignee all rights, title, and interest in and to the Trademark and the goodwill and common law rights appurtenant thereto and Assignee does hereby accept this assignment.

2. The parties may execute this Trademark Assignment in counterparts, each of which together will be deemed the complete and fully executed agreement.

3. This Trademark Assignment will be effective as of the date of the last signature below.

### ASSIGNOR

**Healthy Lifestyle Brands, LLC**

DocuSigned by:  
Signature: Bryce Harbertson  
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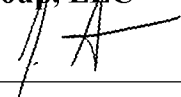
Name: Bryce Harbertson

Title: SVP Finance

Date: October 11, 2021

### ASSIGNEE

**The 100 Mile Group, LLC**

Signature: 

Name: Jesse Itzler

Title: Manager

Date: 10 / 19 / 2021

### SCHEDULE A

Mark	Country	Application Number	Application Date	Registration Number	Registration Date	Goods and Services
BETTER	USA	App 77889814	App Dec. 9, 2009	Reg 5171726	Reg March 28, 2017	INT. CL. 30 BREAD AND BAKERY GOODS.