

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM693699

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	4		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BASECAMP FITNESS, LLC		11/24/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SELF ESTEEM BRANDS, LLC		
<b>Street Address:</b>	111 Weir Drive		
<b>City:</b>	Woodbury		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55125		
<b>Entity Type:</b>	Limited Liability Company: MINNESOTA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3635120	BASECAMP	
<b>Registration Number:</b>	4646648		
<b>Registration Number:</b>	6464930		
<b>Registration Number:</b>	6464931	BASECAMP FITNESS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124920072		
<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>	2123733072		
<b>Email:</b>	jaliano@paulweiss.com, mangelopoulos@paulweiss.com, mmcguire@paulweiss.com, ebensoul@paulweiss.com		
<b>Correspondent Name:</b>	Jamiesyn D. Aliano		
<b>Address Line 1:</b>	1285 Avenue of the Americas		
<b>Address Line 2:</b>	Paul Weiss Rifkind Wharton & Garrison LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	17514-147		
<b>NAME OF SUBMITTER:</b>	Jamiesyn D. Aliano		
<b>SIGNATURE:</b>	/Jamiesyn D. Aliano/		

CH \$115.00 3635120

<b>DATE SIGNED:</b>	12/09/2021
<b>Total Attachments: 4</b> source=04. SEB - Trademark Assignment [Basecamp Fitness] (US) (Parent Pre-Distribution) (Executed Version)#page1.tif source=04. SEB - Trademark Assignment [Basecamp Fitness] (US) (Parent Pre-Distribution) (Executed Version)#page2.tif source=04. SEB - Trademark Assignment [Basecamp Fitness] (US) (Parent Pre-Distribution) (Executed Version)#page3.tif source=04. SEB - Trademark Assignment [Basecamp Fitness] (US) (Parent Pre-Distribution) (Executed Version)#page4.tif	

**TRADEMARK ASSIGNMENT (US)**

This TRADEMARK ASSIGNMENT (the "Trademark Assignment") is made and entered into as of November 24, 2021, by and between BASECAMP FITNESS, LLC, a Delaware limited liability company located at 111 Weir Drive, Woodbury, MN 55125 ("Assignor"), and SELF ESTEEM BRANDS, LLC, a Minnesota limited liability company located at 111 Weir Drive, Woodbury, MN 55125 ("Assignee") (collectively referred to as the "Parties").

WHEREAS, pursuant to the Omnibus Parent Pre-Distribution Agreement between the Parties of even date herewith (the "Agreement"), Assignor has assigned all right, title and interest in and to the Distributed IP (as defined by reference therein) throughout the world, including any and all trademarks, service marks and registrations and applications for the same listed on the attached Schedule 1 (collectively referred to as the "Trademarks"), and all goodwill connected with the use of or symbolized thereby; and

WHEREAS, pursuant to the Agreement, the Assignee has acquired all right, title and interest in and to the Distributed IP, including the Trademarks, and the Parties wish to record such acquisition in the United States Patent and Trademark Office (the "USPTO"); and

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

Capitalized terms used herein and not defined herein have the meanings set forth in the Agreement.

Pursuant to the Agreement, Assignor hereby (i) irrevocably contributes, transfers, grants, bargains, assigns, conveys and delivers all of its right, title and interest in and to the Trademarks and the goodwill connected with the use of or symbolized by the Trademarks to the Assignee, absolutely and not as collateral security, without recourse (except as explicitly provided in the Agreement); and (ii) vests in the Assignee all powers and rights of the Assignor under the Trademarks, including to all products and proceeds derived from or related thereto and the right to bring an action at law or in equity for any infringement, misappropriation, dilution or other violation of any of the Trademarks occurring prior to, on or after the date hereof, and to collect all damages, settlements and proceeds relating to the Trademarks and, to the extent not otherwise included, all payments, proceeds, supporting obligations and accrued and future rights to payment of any guaranties, indemnities, insurance and other agreements or arrangements of whatever character with respect to the Trademarks, to have and to hold the same unto the Assignee and its successors and assigns forever, as of the Closing Date.

Notwithstanding anything to the contrary contained herein, the Trademarks shall not include any application for registration of a Trademark that would be invalidated, canceled, voided or abandoned due to the distribution, assignment and/or conveyance of the Trademarks hereunder, including intent-to-use applications filed with the USPTO pursuant to 15 USC Section 1051(b) prior to the filing and acceptance of a statement of use or amendment to allege use pursuant to 15 USC Section 1051(c) or (d), unless and until such time that the distribution, assignment and/or conveyance of the Trademarks hereunder will not cause such Trademark to be invalidated, cancelled, voided or abandoned.

This Trademark Assignment is subject to all the terms and conditions of the Agreement, which is incorporated by reference as if fully set forth herein. The Parties intend that this Trademark Assignment is for recordation purposes only and its terms shall not modify and shall be subject to the applicable terms and conditions of the Agreement, which govern the Parties' rights and interests in the Distributed IP.

THIS TRADEMARK ASSIGNMENT SHALL BE CONSTRUED IN ACCORDANCE WITH, AND GOVERNED BY, THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO CHOICE OF LAW RULES (OTHER THAN SECTIONS 5-1401 AND 5-1402 OF THE NEW YORK GENERAL OBLIGATIONS LAW).

This Trademark Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and all of which when taken together shall constitute a single agreement.

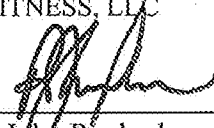
*[Remainder of this page intentionally left blank]*

IN WITNESS WHEREOF, the undersigned has caused this TRADEMARK ASSIGNMENT to be duly executed and delivered as of the date first written above.

**ASSIGNOR**

BASECAMP FITNESS, LLC

By: \_\_\_\_\_

  
Name: John Pindred

Title: Chief Financial Officer

**ASSIGNEE**




SELF ESTEEM BRANDS, LLC

By: \_\_\_\_\_

  
Name: John Pindred

Title: Treasurer and Chief Financial Officer

**Schedule 1  
Trademarks**

<b>Country</b>	<b>Trademark</b>	<b>Application No.</b>	<b>Filing Date</b>	<b>Registration No.</b>	<b>Registration Date</b>
United States	<p>BASECAMP</p> <p>BaseCamp</p>	77610537	09-NOV-2008	3635120	09-JUN-2009
United States	<p><i>Design Only</i></p> 	86186823	06-FEB-2014	4646648	25-NOV-2014
United States	<p><i>Design Only</i></p> 	90016320	23-JUN-2020	6464930	24-AUG-2021
United States	<p>BASECAMP FITNESS</p> 	90016351	23-JUN-2020	6464931	24-AUG-2021