

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM705150

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900622150

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Simple Brands Group LLC		04/06/2021	Limited Liability Company: CALIFORNIA

RECEIVING PARTY DATA

Name:	iHerb, LLC
Street Address:	301 North Lake Avenue, Suite 500
City:	Pasadena
State/Country:	CALIFORNIA
Postal Code:	91101
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	6049971	1KVIT-C
Registration Number:	6090456	GUMMYUM!
Registration Number:	6225423	EXPLODING BUDS

CORRESPONDENCE DATA**Fax Number:**

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: 951-616-3600
Email: Clarice.Hovsepian@iherb.com
Correspondent Name: Clarice Hovsepian
Address Line 1: 301 North Lake Avenue, Suite 500
Address Line 4: Pasadena, CALIFORNIA 91101

NAME OF SUBMITTER:	Clarice Hovsepian
SIGNATURE:	/Clarice Hovsepian/
DATE SIGNED:	01/27/2022

Total Attachments: 2

source=Simple Brands Trademark Assignment Agreement (corrected and signed 04.06.2021)#page1.tif
source=Simple Brands Trademark Assignment Agreement (corrected and signed 04.06.2021)#page2.tif

INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This Intellectual Property Assignment Agreement (the "Assignment") is made as of November 13, 2020, by Simple Brands Group LLC, a California limited liability company ("Assignor") located at 120 Newport Center Drive, Newport Beach, CA 92660, in favor of iHerb, LLC, a Delaware limited liability company ("Assignee").

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the trademarks, service marks, brands, certification marks, logos, trade dress, trade names, and other similar indicia of source or origin ("Marks") and all registrations and renewals of such Marks listed in Schedule A attached hereto, including any common law trademark rights therefor (collectively, "Acquired Marks");

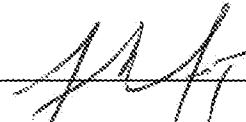
WHEREAS, Assignor is the sole and exclusive owner of all the internet domain name registrations incorporating any Acquired Mark, including the domain names and social media accounts listed on Schedule A, and all associated web addresses, URLs, websites and web pages, and all content and data thereon or relating thereto (collectively, "Domains"); and


WHEREAS, Assignor and Assignee have agreed to assign to Assignee all of Assignor's right, title and interest in and to the Acquired Marks and Domains, together with the goodwill associated therewith upon the terms and conditions of this Assignment.

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Domains and the Acquired Marks, together with the goodwill of the Acquired Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

This Assignment is deemed to be executed and delivered within the State of California, and it is the intention of the parties that it shall be construed, interpreted and applied in accordance with the laws of the State of California without regard to its conflicts of law principles.

IN WITNESS WHEREOF, Assignor has duly executed this Intellectual Property Assignment Agreement on this 13th day of November, 2020.

Assignor:  Arash Amiripour

By: 
Name: Arash Amiripour
Title: President
Date: April 6 2021

Schedule A

Assigned Marks

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date	Description of Goods/Services
1KVIT-C	United States	6049971	5/5/2020	IC 005. G&S: Vitamins
GUMMYUM !	United States	6090456	6/30/2020	IC 005. G&S: Vitamins
EXPLODING BUDS	United States	6225423	12/22/2020	IC 005. G&S: Dietary Supplements

Domains

Domains

Domain Name	Domain Registrar	Expiration Date	[Registrant]
1kvitc.com	MarkMonitor, Inc.	01/25/2023	MarkMonitor
Explodingbuds.com	MarkMonitor, Inc.	10/25/2023	MarkMonitor
Gummyum.com	MarkMonitor Inc.	10/25/2023	MarkMonitor
Sunlipid.com	MarkMonitor, Inc.	04/10/2023	MarkMonitor