

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM717216

<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>
Miriam Benzicron		03/25/2022	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sweat Equity Holdings LLC		
<b>Street Address:</b>	10620 Riverside Drive		
<b>City:</b>	Toluca Lake		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91602		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5697192	SWEAT CYCLE	
<b>Registration Number:</b>	5981825	SWEAT CYCLE	
<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>	(424) 302-0717		
<b>Email:</b>	uspto@keatsgatie.com		
<b>Correspondent Name:</b>	Konrad Gatien		
<b>Address Line 1:</b>	120 S. El Camino Dr., Suite 207		
<b>Address Line 4:</b>	Beverly Hills, CALIFORNIA 90212		
<b>NAME OF SUBMITTER:</b>	Konrad Gatien		
<b>SIGNATURE:</b>	/s/		
<b>DATE SIGNED:</b>	03/28/2022		
<b>Total Attachments: 1</b>			
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OP \$65.00 5697192

**TRADEMARK ASSIGNMENT**

**WHEREAS**, Miriam Benzicron, an individual (“Assignor”), is the owner of all right, title, and interest in and to the name and mark SWEAT CYCLE, including, specifically, the federal trademark registrations for same with the United States Patent and Trademark Office identified by Reg. Nos. 5697192 and 5981825, as well as all marks of origin, insignia, slogans, emblems, symbols and other identifying characteristics, whether or not registered in any jurisdiction, if any, bearing or used in connection with the name SWEAT CYCLE, which are owned or claimed to be owned by Assignor worldwide (collectively, the “Mark”);

**WHEREAS**, Sweat Equity Holdings LLC, a limited liability company duly organized under the laws of the state of California (“Assignee”) is desirous of acquiring the entire right, title, and interest in and to the Mark;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all right, title, and interest in and to the Mark, including without limitation the registrations for the Mark in the United States, all common law rights in and to the Mark throughout the world, all of the goodwill of her business in connection with which the Mark has been used and which is symbolized by the Mark throughout the world, and the right to sue for and recover damages and profits by reason of past infringements of the Mark. Assignor further assigns to Assignee any rights deriving from the Mark by virtue of international convention, treaty, or otherwise. The Mark is to be held and enjoyed by Assignee for its use and benefit, and by its successors and assigns for their use and benefit, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

IN WITNESS WHEREOF, Assignor has executed this agreement effective as of March 25, 2022.

**MIRIAM BENZICRON**

**SWEAT EQUITY HOLDINGS LLC**

By:   
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Miriam Benzicron

By:   
\_\_\_\_\_  
Miriam Benzicron