

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM755287

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|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| CHRIS M FENTON | | 07/21/2022 | INDIVIDUAL: UNITED STATES |
| Consumer Health Brands, Inc. DBA DEFY | | 07/21/2022 | Corporation: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | IP Mark Holding Co. LLC | | |
| Street Address: | 700 N Colorado Blvd, Suite 354 | | |
| City: | Denver | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80206 | | |
| Entity Type: | Limited Liability Company: COLORADO | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5052192 | DEFY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3039270809 | | |
| <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: | 3038398700 | | |
| Email: | reilly@iplawdenver.com | | |
| Correspondent Name: | Ellen Reilly | | |
| Address Line 1: | 3900 E. Mexico Ave, Suite 300 | | |
| Address Line 4: | Denver, COLORADO 80210 | | |
| NAME OF SUBMITTER: | Ellen Reilly | | |
| SIGNATURE: | /ELLEN REILLY/ | | |
| DATE SIGNED: | 09/14/2022 | | |
| Total Attachments: 2 | | | |
| source=Agreement and Release#page1.tif | | | |
| source=Agreement and Release#page2.tif | | | |

OP \$40.00 5052192

Confirmatory Assignment of Trademark

WHEREAS, Chris M. Fenton, an individual, of 16600 Monterey Street #2633, California 95038 and Consumer Health Brands, Inc. DBA DEFY, a corporation, having its principal place of business at 16600 Monterey Street #2633, California 95038, and owned state, federal and/or common law trademark rights in, and was using in commerce, the mark set forth in Schedule A (the "Trademark"), and;


WHEREAS, Chris M. Fenton and Consumer Health Brands, Inc. DBA DEFY is assigning and has assigned, for good and valuable consideration, all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, to IP Mark Holding Co. LLC, a limited liability company, having its principal place of business at 700 N Colorado Blvd, Suite 354, Denver, Colorado 80206, as part of the portion of the business thereof to which the marks pertain as required by 15 U.S.C. §1060;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Chris M. Fenton and Consumer Health Brands, Inc. DBA DEFY hereby assigns and has assigned to IP Mark Holding Co. LLC all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by said Trademark.

Signed on this 21 day of JULY, 2022

ASSIGNOR

Chris M. Fenton

By:  _____

Consumer Health Brands, Inc. DBA DEFY

By:  _____

Title: President & CEO

SCHEDULE A

| Trademark | Country | Serial No. / Filing Date | Goods/Services | Reg. No. / Reg. Date |
|---|---|--|---|--|
| <p style="text-align: center; font-size: 24pt; font-weight: bold;">DEFY</p> | <p style="text-align: center;">U.S.</p> | <p style="text-align: center;">86/344,623 July 2, 2014</p> | <p>IC 5: Vitamin, mineral and nutrient enhanced liquid vitamin drinks for purposes of enhancing mental alertness in adults desiring to maintain health, mental alertness and enhance personal well-being, excluding nutritional food bars for use as meal replacements and supplements in tablet or capsule form.</p> | <p style="text-align: center;">5,052,192 October 4, 2016</p> |