

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM784840

<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>
Live Happy Live Well Media, LLC		02/03/2023	Limited Liability Company: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Live Happy, LLC		
<b>Street Address:</b>	4201 Spring Valley Road		
<b>Internal Address:</b>	Suite 900		
<b>City:</b>	Farmers Branch		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75244		
<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>Serial Number:</b>	97120694	LIVE HAPPY LIVE WELL	
<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>	2149994283		
<b>Email:</b>	ipdocketing@foley.com		
<b>Correspondent Name:</b>	TUAN TRAN/ FOLEY & LARDNER LLP		
<b>Address Line 1:</b>	2021 McKinney Avenue		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Dallas, TEXAS 75201		
<b>ATTORNEY DOCKET NUMBER:</b>	640257-TBD		
<b>NAME OF SUBMITTER:</b>	TUAN TRAN		
<b>SIGNATURE:</b>	/TUAN TRAN/		
<b>DATE SIGNED:</b>	02/06/2023		
<b>Total Attachments: 2</b>			
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OP \$40.00 97120694

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** (this "*Assignment*"), effective as of the date indicated below (the "*Effective Date*") is by and between **LIVE HAPPY LIVE WELL MEDIA, LLC**, a limited liability company organized and existing under the laws of the State of Ohio, USA, having a business address of 4028 Chelsea Green West, New Albany, Ohio 43054 ("*Assignor*") and **LIVE HAPPY, LLC** a limited liability company organized and existing under the laws of the State of Delaware, USA, having a business address of 4201 Spring Valley Road, Suite 900, Farmers Branch, Texas 75244 ("*Assignee*"). Assignor and Assignee are collectively referenced herein as the "*Parties*".

### RECITALS

**WHEREAS**, Assignor is the owner of all right, title, and interest in and to the trademark application serial no. 97,120,694 for the mark "LIVE HAPPY LIVE WELL," incorporated herein by reference, together with all the goodwill and all common law trademark rights associated therewith (herein referred to as the "*Assigned Trademark*"); and

**NOW THEREFORE**, Assignor desires to assign and transfer all of its rights, title and interest in, to, and under the Assigned Trademark and all goodwill associated therewith, to Assignee, and Assignee desires to acquire all of Assignor's rights, title and interest in, to, and under the Assigned Trademark, pursuant to the terms and conditions of this Assignment.

#### 1. ASSIGNMENT

Assignor hereby assigns, transfers, conveys and delivers to Assignee, all of Assignor's rights, title and interest in, to, and under (i) the Assigned Trademark together with all the goodwill and all common law trademark rights associated therewith, and (ii) all claims, damages, and payments now or hereafter due or payable with respect to any of the foregoing, and in and to all causes of action, either in law or in equity for past, present or future infringement of any of the foregoing, and in and to all rights corresponding to the foregoing throughout the world. Such rights, title and interest shall be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors and 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. Assignee accepts the above-referenced assignment, transfer, conveyance and delivery of the Assigned Trademark.

#### 2. AUTHORIZATION

Assignor hereby expressly authorizes the respective trademark office or governmental agency in each and every jurisdiction worldwide (including the Commissioner of Patents and Trademarks in the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries or multinational authorities) (the "*Applicable IP Offices*") to: (A) issue any and all trademarks or equivalent which may be granted upon the Assigned Trademark in the name of Assignee, as the assignee to Assignor's interest therein; and (B) record Assignee as the assignee of the Assigned Trademark, to record this Assignment, and to deliver to Assignee, and to Assignee's attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

3. **FURTHER ASSURANCES**

Each party hereby agrees to execute and deliver to the other party all necessary documents and take all necessary actions reasonably requested by such party from time to time to confirm or effect the transfers set forth in this Assignment, or otherwise to carry out the purposes of this Assignment, including, without limitation, by providing executed originals of short-form assignment agreements for filing or otherwise evidencing the assignments set forth in this Assignment with the Applicable IP Offices; provided, however, that nothing contained herein shall obligate Assignor to incur any out-of-pocket cost or pay any expense in connection therewith.

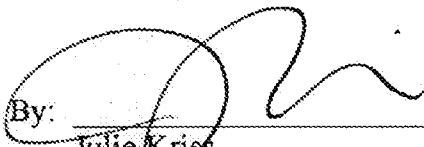
4. **COUNTERPARTS**

This Assignment may be executed by electronic signature in multiple counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

**IN WITNESS WHEREOF**, the Assignor has executed this Assignment to be effective as of the Effective Date.

**ASSIGNOR:**

**LIVE HAPPY LIVE WELL MEDIA, LLC**

By:   
\_\_\_\_\_  
Julie Kriss  
Managing Member

Date: 2/3/2023