

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM810048

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sleep Reset, Inc.	FORMERLY Simple Habit, Inc.	03/20/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Ingenio, LLC		
Street Address:	221 Main Street, Suite 700		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5309748	SIMPLE HABIT	
CORRESPONDENCE DATA			
Fax Number:	3128767934		
<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:	404-527-4986		
Email:	trademarks.us@dentons.com		
Correspondent Name:	Frank S. Benjamin		
Address Line 1:	P.O. Box 1302		
Address Line 4:	Chicago, ILLINOIS 60604		
NAME OF SUBMITTER:	Frank S. Benjamin		
SIGNATURE:	/Frank S. Benjamin/		
DATE SIGNED:	05/12/2023		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT


This Trademark Assignment (the "Assignment") is made this 20th day of March, 2023, by and between Ingenio, LLC ("Assignee") and Sleep Reset, Inc., formerly known as Simple Habit, Inc. ("Assignor").

WHEREAS, pursuant to the Asset Purchase Agreement (the "Purchase Agreement"), between the parties, Assignor agreed to assign, transfer and convey to Assignee all of its right, title and interest in and to the trademarks, registrations and applications identified on Schedule A attached hereto and the common law rights in same, including the goodwill of the business associated therewith (collectively, hereinafter the "Marks");

NOW, THEREFORE, for valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all right, title and interest in and to the Marks, and all applications and registrations identified on Schedule A, together with the goodwill of the business associated therewith effective in accordance with the Purchase Agreement, which is incorporated herein by reference. Accordingly, Assignor further assigns to Assignee all of its rights to sue for and receive all damages and other relief from past infringing uses of the Marks. Assignor hereby requests the Commissioner of Patents and Trademarks to record this Assignment to Assignee and to issue any Certificates of Registration in the name of Assignee. This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed as of the date first set forth above.

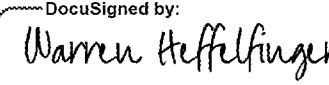
SLEEP RESET, INC.

By: DocuSigned by:

D8D2B54608754BB...

Print Name Yunha Kim
Title: CEO

Acknowledged and Agreed:

INGENIO, LLC

By: DocuSigned by:

BB31AF8458E54D3...

Print Name warren Heffelfinger
Title: ceo

[Signature Page to Trademark Assignment]

Executed Version

SCHEDULE A

Reg. No. **Mark**

5309748 SIMPLE HABIT AND DESIGN