

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM814533

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lift Brands, Inc.		05/31/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Peter Taunton		
Street Address:	2020 N. Bayshore Dr., Unit 4104		
Internal Address:	BSM Franchising		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33137		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5486219	LIBERTY ON THE LAKE	
Registration Number:	5587887	LIBERTY ON THE LAKE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	952.224.7275		
Email:	nate.snyder@fmjlaw.com		
Correspondent Name:	Nathan R. Snyder		
Address Line 1:	775 Prairie Center Drive, Suite 400		
Address Line 4:	Eden Prairie, MINNESOTA 55344		
NAME OF SUBMITTER:	Nathan R. Snyder		
SIGNATURE:	/Nathan R. Snyder/		
DATE SIGNED:	06/01/2023		
Total Attachments: 2			
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OP \$65.00 5486219

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the “Agreement”), effective as of May 31, 2023 (the “Effective Date”), is by and between Lift Brands, Inc., a Delaware corporation (“Assignor”) and Peter Taunton, a Florida resident (“Assignee”).

RECITALS

WHEREAS, Assignor is the owner of the trademarks listed on Schedule A (collectively, the “Marks”).

WHEREAS, Assignor desires to assign the Marks to Assignee.

AGREEMENT

In consideration of the above recitals and the promises set forth in this Agreement, the parties agree as follows:

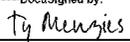
Assignor transfers and assigns to Assignee all of Assignor’s right, title and interest in and to the Mark, together with all associated goodwill and all related rights, and all common law rights arising out of or related to the Marks throughout the United States, including any renewals of any registration that is or may be secured. The provisions of this Agreement inure to the benefit of Assignee, its successors, assigns and other legal representatives, and are binding upon Assignor, its successors, assigns and other legal representatives.

Assignor agrees that it will, at any time and from time to time after delivery hereof, upon the request of Assignee, and at the expense of Assignor, do, execute, acknowledge or deliver, or will cause to be done, executed, acknowledged and delivered, all such further acts as may be reasonably requested to carry out the provisions hereof and give effect to the transactions contemplated by this Agreement.

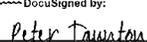
The parties have executed this Agreement as of the date first written above.

ASSIGNOR

Lift Brands, Inc.

By:  _____
Name: Ty Menzies
Title: Global Chief Executive Officer

ASSIGNEE

 _____
Peter Taunton

SCHEDULE A

1. Trademark with the US Patent and Trademark Office identified by Registration No. 5,486,219.
2. Trademark with US Patent and Trademark Office identified by Registration No. 5,587,887.