

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM869134

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Laboratoires C.O.P. Inc.		12/29/2023	Corporation:
RECEIVING PARTY DATA			
Name:	15563143 Canada Inc.		
Street Address:	4905 rue Fairway		
City:	Montreal		
State/Country:	QUEBEC		
Postal Code:	H8T 1B7		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	88649182	IDEAL PROTEIN POWERING LIFE POSSIBLE	
Serial Number:	88649189	IDEAL PROTEIN	
Serial Number:	87361576	IDEALSMART	
Serial Number:	86595762	IDEAL PROTEIN FITNESS	
Serial Number:	77337949	IDEAL PROTEIN	
Serial Number:	77337974	IDEAL PROTEIN	
Serial Number:	77337986	IDEAL PROTEIN	
Serial Number:	90702530	IDEAL PROTEIN	
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:	3123214200		
Email:	officeaction@crowell.com		
Correspondent Name:	Alissa Askuvich		
Address Line 1:	P.O. Box 10395		
Address Line 4:	Chicago, ILLINOIS 60610		
ATTORNEY DOCKET NUMBER:	520379.5000002-9		
NAME OF SUBMITTER:	Alissa Askuvich		

OP \$215.00 88649182

SIGNATURE:	/Alissa Askuvich/
DATE SIGNED:	01/18/2024
Total Attachments: 3 source=IV-B-29 - USPTO IP Assignment Agreement - closing version#page1.tif source=IV-B-29 - USPTO IP Assignment Agreement - closing version#page2.tif source=IV-B-29 - USPTO IP Assignment Agreement - closing version#page3.tif	

ASSIGNMENT OF TRADEMARK RIGHTS

THIS ASSIGNMENT document (“**Assignment**”) effective this 29th day of December 2023 is between Laboratoires C.O.P. Inc. a corporation constituted under the laws of the Province of Quebec, Canada, having offices located at 8750 boulevard Guillaume-Couture, Levis, Quebec G6V 9G9 (“**Assignor**”) and 15563143 Canada Inc. a corporation constituted under the laws of Canada, having offices at 4905 rue Fairway, Montreal, Quebec, H8T 1B7 (“**Assignee**”), referred to collectively as the “**Parties**”;

WHEREAS Assignor owns certain common law trademark rights, as well as all right and title in the following US trademark applications and registrations:

- U.S. Trademark Serial Number **88649182** for the trademark and service mark IDEAL PROTEIN POWERING LIFE POSSIBLE, filed on October 10, 2019 in International Class 005;
- U.S. Trademark Serial Number **88649189** for the trademark and service mark IDEAL PROTEIN, filed on October 10, 2019 in International Class 005, and registered on March 9, 2021;
- U.S. Trademark Serial Number **87361576** for the trademark and service mark IDEALSMART, filed on March 7, 2017 in International Class 009, and registered on April 10, 2018;
- U.S. Trademark Serial Number **86595762** for the trademark IDEAL PROTEIN FITNESS, filed on April 13, 2015 in International Class 009, and registered on July 25, 2017;
- U.S. Trademark Serial Number **77337949** for the trademark IDEAL PROTEIN, filed on November 27, 2007 in International Class 030, and registered on February 24, 2009;
- U.S. Trademark Serial Number **77337974** for the trademark IDEAL PROTEIN, filed on November 27, 2007 in International Class 005, and registered on February 24, 2009;
- U.S. Trademark Serial Number **77337986** for the trademark IDEAL PROTEIN, filed on November 27, 2007 in International Class 029, and registered on January 13, 2009; and
- U.S. Trademark Serial Number **90702530** for the trademark IDEAL PROTEIN, filed on May 11, 2021 in International Class 005, and registered on December 13, 2022 (collectively, the “**Trademarks**”);

WHEREAS Assignee wishes to acquire the Trademarks from Assignor;

NOW THEREFORE the parties, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration received and acknowledged, agree as follows:


1. Assignor hereby grants and assigns to the Assignee its entire right, title, and interest in and to the Trademarks, together with all goodwill associated therewith, including but not limited to all U.S. rights to use the Trademarks as well as all worldwide rights to use the Trademarks and to file for foreign trademark registrations.
2. Assignee accepts all such rights, titles and interest.
3. Assignor hereby represents and warrants as follows:
 - (a) Assignor is a corporation existing under the laws of the Province of Quebec, Canada;
 - (b) Assignor is the owner of the Trademarks, and no rights or equity of any third party is or will be prejudiced due to this assignment, transfer and use of the Trademarks. To the best of Assignor’s knowledge, there are no third-party litigation or other disputes or claims arising from or relating to the Trademarks; and
 - (c) Assignor has the full authority and corporate power to make the assignment hereunder, and has obtained all consents and approvals from shareholders, third parties or governmental/regulatory bodies as required to execute and perform this Assignment, in accordance with all applicable laws.
4. Each of the parties hereby appoints Spiegel Sohmer Inc. and any of its attorneys (and affiliated US trademark agents) as its true and lawful attorney to do all acts in order to perfect this Assignment.

5. This Assignment shall be binding on all parties, their heirs, successors, and assigns, and may be recorded in the United States Patent and Trademark Office and under the appropriate state provisions of the Uniform Commercial Code.

And the parties have signed this Agreement on December 29, 2023

ASSIGNOR SIGNATURE:

LABORATOIRES C.O.P. INC.

per: 
E9207C2192DD4D6...
Dawn Halkuff, President

ASSIGNEE SIGNATURE:

15563143 CANADA INC.

per: _____
Roderick Egger, President

5. This Assignment shall be binding on all parties, their heirs, successors, and assigns, and may be recorded in the United States Patent and Trademark Office and under the appropriate state provisions of the Uniform Commercial Code.

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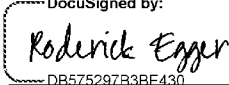
ASSIGNOR SIGNATURE:

LABORATOIRES C.O.P. INC.

per: _____
Dawn Halkuff, President

ASSIGNEE SIGNATURE:

15563143 CANADA INC.

per:  _____
Roderick Egger, President