

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vortex Partners I, L.P.		01/10/2012	LIMITED PARTNERSHIP: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Pillars4Life, Inc.		
Street Address:	1801 Century Park East		
Internal Address:	Suite 1600		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3629918	THE SEVEN PILLARS OF PERSONAL RECOVERY	
CORRESPONDENCE DATA			
Fax Number:	3102014746		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3105534441		
Email:	sgold@troygould.com		
Correspondent Name:	Sharon R. Gold		
Address Line 1:	1801 Century Park East		
Address Line 2:	Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	3227-1		
NAME OF SUBMITTER:	Sharon R. Gold		

OP \$40.00 3629918

Signature:	/Sharon R. Gold/
Date:	09/19/2013
Total Attachments: 1 source=Short-Form Trademark to P4L#page1.tif	

EXHIBIT C

SHORT-FORM ASSIGNMENT OF TRADEMARKS

Whereas Vortex Partners I, L.P. ("Vortex"), a Nevada limited partnership, and Tina Staley ("Staley") are the owners of all right, title and interest to (1) the registered trademark PILLARSKILLS, Reg. No. 3,971,220, Ser. No. 77/809,168; (2) the registered trademark THE SEVEN PILLARS OF PERSONAL RECOVERY, Reg. No. 3,629,918, Ser. No. 77/470,489; and (3) the trademark application for PILLARS4LIFE, Ser. No. 77/809,176, pending before the United States Patent and Trademark Office ("USPTO") (the marks PILLARSKILLS, THE SEVEN PILLARS OF PERSONAL RECOVERY and PILLARS4LIFE are collectively, the "Marks").

WHEREAS, Vortex, Staley and Pillars4Life, Inc., a California corporation (the "Company"), are parties to a Capital Contribution Agreement, dated as of the effective date of this Short-Form Assignment of Trademarks, pursuant to which Staley and Vortex, among other things, are transferring and assigning, and have transferred and assigned, to the Company all of their right, title and interest in and to the Marks.

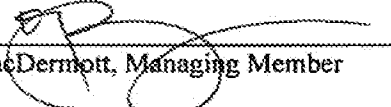
NOW, THEREFORE, for good and valuable consideration, the receipt, sufficiency and adequacy of which is hereby acknowledged, Vortex and Staley hereby grant, transfer and assign to the Company, effective as of January 10, 2012, all of their right, title, and interest in and to the Marks throughout the world, together with the goodwill of the businesses in connection with which the Marks are used and which are symbolized by the Marks, and the identified USPTO registrations of the PILLARSKILLS and THE SEVEN PILLARS OF PERSONAL RECOVERY Marks, and the identified USPTO application for registration of the PILLARS4LIFE Mark, along with the right to recover for damages and profits for past infringements of such trademarks, registrations and applications.

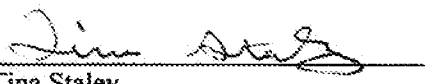
Staley and Vortex agree to execute and deliver, at the reasonable request of the Company, all documents, instruments and assignments, and to perform any other reasonable acts the Company may require in order to vest in the Company all of Staley and Vortex's rights, title, and interest in and to the Marks and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Company, to the extent such evidence is in the possession or control of Staley and/or Vortex.

This Short-Form Assignment of Trademarks is executed and delivered pursuant and subject to the previously referenced agreement between the Company, Staley and Vortex, executed and delivered concurrently herewith, relating to, among other things, the aforesaid Marks. Reference is hereby made to the other agreement for further particulars with reference to the Company's, Staley's and/or Vortex's rights in, to, and with respect to said Marks and other assets.

IN WITNESS WHEREOF, the undersigned has executed this assignment effective as of January 10, 2012.

VORTEX PARTNERS I, LP
By: Dunes Holding, LLC, General Partner

By: 
Kristin MacDermott, Managing Member


Tina Staley