

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM348573

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|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Michael FitzSimons | | 07/17/2015 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Lifted Research Group, Inc. | | |
| Street Address: | P.O. Box 54668 | | |
| City: | irvine | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 92619 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86611555 | LYMON ELVIDGE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 9498556371 | | |
| <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: | 949-855-1246 | | |
| Email: | elawson@stetinalaw.com | | |
| Correspondent Name: | Lowell Anderson | | |
| Address Line 1: | 75 Enterprise | | |
| Address Line 2: | Suite 250 | | |
| Address Line 4: | Aliso Viejo, CALIFORNIA 92656 | | |
| ATTORNEY DOCKET NUMBER: | LIFTE-153T | | |
| NAME OF SUBMITTER: | Lowell Anderson | | |
| SIGNATURE: | /LOWELL ANDERSON/ | | |
| DATE SIGNED: | 07/20/2015 | | |
| Total Attachments: 2 | | | |
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| source=Lymon Elvidge TM Assignment - 7.17.2015#page2.tif | | | |

CH \$40.00 86611555

TRADEMARK ASSIGNMENT

WHEREAS, Michael FitzSimons is an individual residing at 2549B Eastbluff Dr. #119, Newport Beach, CA 92660 and is the owner of U.S. Trademark application No. 86611555, filed April 27, 2015, for the mark LYMON ELVIDGE for clothing, footwear, and headwear (hereinafter collectively the "Trademark"); and

WHEREAS Lifted Research Group, Inc. is a California Corporation having an address of PO Box 54668, Irvine, California, 92619 and is desirous of acquiring all rights, title, and interest to the Trademark;

NOW, THEREFORE, for \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, Michael FitzSimons does hereby assign unto Lifted Research Group, Inc., all right, title, and interest in and to the Trademark and application, throughout the world, together with the goodwill of the business symbolized by the Trademark and together with all of that portion of the business associated with the Trademark and the right to sue for infringement of that Trademark, throughout the world.

The parties agree that the \$1.00 will be paid within five business days of receipt by LRG of an original of this Agreement, signed by Michael FitzSimons before a notary public with the notarization attached.

Michael FitzSimons further agrees to testify truthfully in any legal proceeding regarding the Trademark, and agrees to sign all lawful papers as requested by Lifted Research Group, Inc., its successors, legal representatives and assigns regarding obtaining and/or maintaining the federal registration of the Trademark.

This Agreement shall be governed by and construed in accordance with the laws of the State of California without regard to its conflict of laws.

IN TESTIMONY WHEREOF, Michael FitzSimons sets his hand and seal this 17th day of July, 2015.

Michael FitzSimons

By: Michael FitzSimons

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Orange

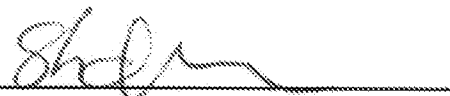
On July 17, 2015 before me, Shaun J. McElwee, Notary Public
(insert name and title of the officer)

personally appeared Michael FitzSimons
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/~~she~~~~they~~ executed the same in his/~~her~~/~~their~~ authorized capacity(~~ies~~), and that by his/~~her~~/~~their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature  (Seal)