

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405473

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
POSITIVE LIFESTYLE INTERNATIONAL, LLC		11/15/2016	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	CHEEKS FOOTWEAR INTERNATIONAL, LLC		
Street Address:	1511 N. Westshore Blvd.		
Internal Address:	Suite 700		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33607		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 24			
Property Type	Number	Word Mark	
Registration Number:	3962612	CHEEKS FIT BODY	
Registration Number:	4358344	CHEEKS EASYSHAPERS	
Registration Number:	4444086	AIR TRAC	
Registration Number:	4316796	CHEEKS BAREFOOT	
Registration Number:	4231536	SHOES WITH BENEFITS	
Registration Number:	4050408	WHERE FASHION MEETS SCIENCE	
Registration Number:	3994972	INCLINE MOTION TECHNOLOGY	
Registration Number:	3905969	INCLINE WALKING TECHNOLOGY	
Registration Number:	3723120	MAKE EVERY STEP COUNT	
Registration Number:	2935389	CHEEKS	
Registration Number:	4552239	SNUGGLE FOAM	
Registration Number:	1836623	TONY LITTLE'S	
Registration Number:	4549127	CHEEKS ENERGY	
Registration Number:	4660739	HEALTHY LIFESTYLE FOOTWEAR	
Registration Number:	4686151	FOOT CRADLING TECHNOLOGY	
Registration Number:	5046478	WHERE FASHION MEETS FITNESS	
Registration Number:	5046479	WHERE FASHION MEETS WELLNESS	
Registration Number:	4612799	ENERGY PAD	
TRADEMARK			

OP \$615.00 3962612

Property Type	Number	Word Mark
Registration Number:	4215672	STRETCH-N-FLEX
Registration Number:	4213542	BANDALS FLAIR
Registration Number:	3674692	INCLINE FOOTWEAR TECHNOLOGY
Registration Number:	3674706	INCLINE WALKING TECHNOLOGIES
Serial Number:	86554072	CHEEKS JEANS
Serial Number:	76514718	CROSS SPORT

CORRESPONDENCE DATA

Fax Number: 7275315088

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.

Phone: 7275311111

Email: ellislaw@alum.mit.edu

Correspondent Name: David R. Ellis

Address Line 1: 3233 East Bay Drive

Address Line 2: Suite 101

Address Line 4: Largo, FLORIDA 33771

NAME OF SUBMITTER:	David R. Ellis, Attorney
SIGNATURE:	/David R. Ellis/
DATE SIGNED:	11/15/2016

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, POSITIVE LIFESTYLE INTERNATIONAL, LLC, a Florida Limited Liability Company, 1511 N. Westshore Blvd., Suite 700, Tampa, Florida 33607, ("Assignor") is the owner of certain Trademarks registered and pending as applications before the United States Patent and Trademark Office (USPTO), as listed on Exhibit A below; and

WHEREAS, CHEEKS FOOTWEAR INTERNATIONAL, LLC, a Florida Limited Liability Company, 1511 N. Westshore Blvd., Suite 700, Tampa, Florida 33607 ("Assignee"), is desirous of acquiring said Trademarks and related good will;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee all right, title and interest in and to the said Trademarks, together with the good will of the business connected with the use of and symbolized by the said Trademarks and the above-referenced registrations and applications.

FURTHER, Assignor agrees to take all actions and cooperate as necessary to protect the Trademarks and further agrees to execute any documents that might be necessary to perfect Assignee's ownership and registration of the Trademarks.

Effective Date of Assignment: Nov. 15, 2016

POSITIVE LIFESTYLE INTERNATIONAL, LLC

By 

Title CEO

EXHIBIT A

U.S. Registrations (22)

<u>Reg. No.</u>	<u>Trademark</u>	<u>Reg. Date</u>
3,962,612	Cheeks Fit Body & Design	5/17/2011
4,358,344	Cheeks Easyshapers	6/25/2013
4,444,086	Air Trac	12/3/2013
4,316,796	Cheeks Barefoot	4/9/2013
4,231,536	Shoes with Benefits	10/23/2012
4,050,408	Where Fashion Meets Science	11/1/2011
3,994,972	Incline Motion Technology	7/12/2011
3,905,969	Incline Walking Technology	1/11/2011
3,723,120	Make Every Step Count	12/8/2009
3,674,706	Incline Walking Technologies	8/25/2009
3,674,692	Incline Footwear Technology	8/25/2009
2,935,389	Cheeks	3/22/2005
4,552,239	Snuggle Foam	6/17/2014
1,836,623	Tony Little's & Design	5/17/1994
4,549,127	Cheeks Energy	6/10/2014
4,660,739	Healthy Lifestyle Footwear	12/15/2014
4,686,151	Foot Cradling Technology	12/15/2014
5,046,478	Where Fashion Meets Fitness	9/20/2016
5,046,479	Where Fashion Meets Wellness	9/20/2016
4,612,799	Energy Pad	7/15/2014
4,215,672	Stretch & Flex	9/25/2012
4,213,542	Bandals Flair	9/25/2012

U.S. Pending Applications (2)

<u>Serial No.</u>	<u>Trademark</u>	<u>Filing Date</u>
86/554072	Cheeks Jeans	3/15/2015
76/514718	Cross Sport	5/16/2003