

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM411646

|   |  |                                |                           |
|---|--|--------------------------------|---------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                                |                           |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                                |                           |
| <b>CONVEYING PARTY DATA</b>   |  |                                |                           |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b>          | <b>Entity Type</b>        |
| Sheldon Harris  |  | 12/25/2016                     | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>   |  |                                |                           |
| <b>Name:</b>  | CEO Coaching International, LLC                    |                                |                           |
| <b>Street Address:</b>  | 2 Yorkshire  |                                |                           |
| <b>City:</b>  | Newport Beach                                      |                                |                           |
| <b>State/Country:</b>   | CALIFORNIA   |                                |                           |
| <b>Postal Code:</b>   | 92660  |                                |                           |
| <b>Entity Type:</b>   | Limited Liability Company: CALIFORNIA              |                                |                           |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                                |                           |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>               |                           |
| <b>Registration Number:</b>   | 4895381  | HEALTHY BUSINESS, HEALTHY LIFE |                           |
| <b>CORRESPONDENCE DATA</b>  |  |                                |                           |
| <b>Fax Number:</b>  | 9497609502   |                                |                           |
| <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> |  |                                |                           |
| <b>Phone:</b>   | (949) 760-0404                                     |                                |                           |
| <b>Email:</b>   | efiling@knobbe.com                                 |                                |                           |
| <b>Correspondent Name:</b>  | JEFFREY L. VAN HOOSEAR                             |                                |                           |
| <b>Address Line 1:</b>  | 2040 Main St Fl 14                                 |                                |                           |
| <b>Address Line 4:</b>  | Irvine, CALIFORNIA 92614                           |                                |                           |
| <b>NAME OF SUBMITTER:</b>   | JEFFREY L. VAN HOOSEAR                             |                                |                           |
| <b>SIGNATURE:</b>   | /JVH/  |                                |                           |
| <b>DATE SIGNED:</b>   | 01/09/2017   |                                |                           |
| <b>Total Attachments: 1</b><br>source=CEO#page1.tif   |  |                                |                           |

OP \$40.00 4895381

**TRADEMARK ASSIGNMENT**

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the mutual execution of the Assignment, by and between, Sheldon Harris, a U.S. citizen with a place of business at Phoenix, AZ and Jen Arricale, a U.S. citizen with a place of business at Phoenix, AZ (hereinafter referred to as "ASSIGNORS"), and CEO Coaching International, LLC a California limited liability company with a place of business at 2 Yorkshire, Newport Beach, California 92660, (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademark HEALTHY BUSINESS, HEALTHY LIFE as shown in U.S. Registration Number 4,895,381, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (collectively, the "Trademark") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;

WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademark worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all worldwide rights, title, and interest as ASSIGNOR may possess in and to the Trademark together with the goodwill symbolized by said Trademark, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Sheldon Harris ("Assignor")

By: [Signature]

Name: Sheldon Harris

Title: Partner

Date: 12/25/16

Jen Arricale ("Assignor")

By: [Signature]

Name: Jen Arricale

Title: Coach

Date: 12/25/16

CEO Coaching International ("Assignee")

By: [Signature]

Name: Mark Moses

Title: CEO

Date: 12-25-16

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