

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457499

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JourneyPure Holdings, Inc.	FORMERLY JourneyPure, Inc.	12/28/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	JourneyPure, LLC		
Street Address:	5080 Florence Road		
City:	Murfreesboro		
State/Country:	TENNESSEE		
Postal Code:	37129		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4958940	JOURNEYPURE	
CORRESPONDENCE DATA			
Fax Number:	6157445753		
<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:	6157265753		
Email:	mwoodhouse@bakerdonelson.com		
Correspondent Name:	Maia T. Woodhouse		
Address Line 1:	211 Commerce Street		
Address Line 2:	Baker Donelson Center, Suite 800		
Address Line 4:	Nashville, TENNESSEE 37201		
NAME OF SUBMITTER:	Maia T. Woodhouse		
SIGNATURE:	/Maia T. Woodhouse/		
DATE SIGNED:	01/10/2018		
Total Attachments: 1			
source=JourneyPure assignment of trademark to LLC 12-28-17#page1.tif			

OP \$40.00 4958940

ASSIGNMENT OF TRADEMARK

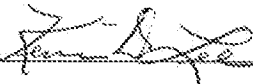
WHEREAS, JourneyPure Holdings, Inc. (formerly known as JourneyPure, Inc.), a Delaware corporation having a principal place of business at 5080 Florence Road, Murfreesboro, Tennessee 37129 (hereinafter, "Assignor"), is the owner of the trademark JOURNEYPURE, being the subject of U.S. Reg. No. 4,958,940 (the "Mark"); and

WHEREAS, JourneyPure, LLC, a Delaware limited liability company having a principal place of business at 5080 Florence Road, Murfreesboro, TN 37129 (hereinafter "Assignee"), is desirous of acquiring the Mark and any registration or application therefor; and

WHEREAS, the Assignor desires to assign to the Assignee their rights in the Mark and any goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any registration or application therefor, as well as any trademarks, trade names, service marks, copyrights, or other intellectual property embodied in the Mark that Assignor may hold.

JOURNEYPURE HOLDINGS, INC.
f/k/a JOURNEYPURE, INC.

By: 

Printed Name: Kevin D. Lee

As: President
of JourneyPure Holdings Inc.
f/k/a JourneyPure, Inc.

Date: December 28, 2017

JOURNEYPURE, LLC

By: 

Printed Name: Kevin D. Lee

As: President
of JourneyPure, LLC

Date: December 28, 2017