

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM477156

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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 |
| Ancient Nutrition Holdings, LLC | | 04/09/2018 | Limited Liability Company: FLORIDA |
| RECEIVING PARTY DATA | | | |
| Name: | Ancient Brands, LLC | | |
| Street Address: | 1201 U.S. Highway One | | |
| Internal Address: | Suite 350 | | |
| City: | North Palm Beach | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 33408 | | |
| Entity Type: | Limited Liability Company: FLORIDA | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87745147 | DR. AXE | |
| Serial Number: | 87746826 | DR. AXE | |
| Serial Number: | 87748502 | DR. AXE | |
| Serial Number: | 87748679 | DR. AXE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4122025432 | | |
| <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: | 4122813350 | | |
| Email: | bejohnsonesq@aol.com | | |
| Correspondent Name: | Barbara E. Johnson, Esq. | | |
| Address Line 1: | 555 Grant Street | | |
| Address Line 4: | Pittsburgh, PENNSYLVANIA 15219 | | |
| NAME OF SUBMITTER: | Barbara E. Johnson, Esq. | | |
| SIGNATURE: | /Barbara E. Johnson/ | | |
| DATE SIGNED: | 06/07/2018 | | |
| Total Attachments: 1 | | | |
| source=DrAxeDrAxeDesignAssignment#page1.tif | | | |

OP \$115.00 87745147

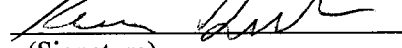
**ASSIGNMENT OF PENDING
TRADEMARK/SERVICE MARK APPLICATION**

WHEREAS, ANCIENT NUTRITION HOLDINGS, LLC, having a place of business at 1201 U.S. Highway One, Suite 350, North Palm Beach, FL, 33408, has adopted and used in its business the Trademark/Service Marks DR. AXE and DR. AXE and DESIGN, which are currently pending before the U.S. Patent and Trademark Office as U.S. Serial Nos 87/745,147 (filed 5 January 2018), 87/746,826 (filed 8 January 2018), 87/748,502 (filed 9 January 2018) and 87/748,679 (filed 9 January 2018) in the United States Patent and Trademark Office; and,

AND WHEREAS ANCIENT BRANDS, LLC, having a place of business at 1201 U.S. Highway One, Suite 350, North Palm Beach, FL, 33408,, is desirous of acquiring the above-identified marks;

NOW, THEREFORE, for consideration which has already been exchanged, the receipt of which is hereby acknowledged, ANCIENT NUTRITION HOLDINGS, LLC does sell, assign, transfer and set over unto ANCIENT BRANDS, LLC the entire right, title and interest in, to, and under said Trademark and any Registration to be issued thereon, together with the good will of the business in connection with which said mark is used.

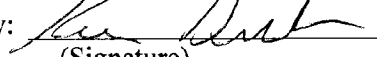
FOR: Ancient Nutrition Holdings, LLC

By: 
(Signature)

Ken Duke, Chief Financial Officer

Date: 4/9/18

FOR: Ancient Brands, LLC

By: 
(Signature)

Ken Duke, Chief Financial Officer

Date: 4/9/18