

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM486450

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aerus Concepts, L.P.		08/17/2018	Limited Partnership: TEXAS
RECEIVING PARTY DATA			
Name:	The Pure Company Global, LLC		
Street Address:	14841 Dallas Parkway Suite 500		
City:	DALLAS		
State/Country:	TEXAS		
Postal Code:	75254		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87253682	THE PURE COMPANY	
Serial Number:	87254755	PURE COMPANY	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	errodriguez@AERUSONLINE.COM		
Correspondent Name:	Aerus Concepts, L.P.		
Address Line 1:	14841 Dallas Parkway Suite 500		
Address Line 4:	DALLAS, TEXAS 75254		
NAME OF SUBMITTER:	Carl C. Chrsitoff		
SIGNATURE:	/Carl C. Christoff/		
DATE SIGNED:	08/17/2018		
Total Attachments: 3			
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OP \$65.00 87253682

ASSIGNMENT OF TRADEMARKS

THIS TRADEMARK ASSIGNMENT (the "Assignment"), effective as of August 16, 2018 (the "Effective Date"), by and between Aerus Concepts, L.P., a Texas limited partnership ("Assignor"), and The Pure Company Global, LLC., a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademarks, service marks and the United States and/or foreign trademark registrations and applications set forth in the Schedule of Trademarks annexed hereto and made a part hereof, (hereinafter the "Trademarks"), together with the goodwill associated with the Trademarks; and

WHEREAS, Assignee is desirous of obtaining all of the rights, title and interest in and to the Trademarks, together with the goodwill associated with the Trademarks;

NOW, THEREFORE, in consideration of the mutual covenants and of good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor agrees as follows:

1. Assignor does hereby sell, assign, transfer and set over unto Assignee, its successors and assigns, all of Assignor's rights, title and interest in and to the Trademarks, together with the goodwill associated with the Trademarks and the trademark registrations and applications therefor.

2. Assignor does hereby sell, assign, transfer and set over onto Assignee, its successors, legal representatives, and assigns, all claims for damages by reason of past infringement of the Trademarks, the right to sue for and collect same for its own use and

enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives.

3. Assignor authorizes the Commissioner of Patents and Trademarks of the United States, any official of any countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Trademarks listed in the annexed Schedule of Trademarks, and title thereto as the property of Assignee, its successors and assigns, in accordance with the terms of this instrument.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized officers or representatives and to be effective as of the date set forth above.

Assignor:

AERUS CONCEPTS, L.P.,
a Texas limited partnership

By: Aerus LLC
Its General Partner

By: Carl Christoff

Name: Carl Christoff

Title: EVP

Assignee:

THE PURE COMPANY GLOBAL, LLC,
a Delaware limited liability company

By: Courtney Carroll

Name: Courtney Carroll

Title: President

SCHEDULE OF TRADEMARKS

<u>Trademark</u>	<u>Country</u>	<u>Serial Number</u>
The Pure Company	United States	87253652
Pure Company	United States	87254755