

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM571898

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shift Ventures, Inc		12/30/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Human Better, Inc.		
Street Address:	2540 CORPORATE PL., SUITE B103		
City:	MONTEREY PARK		
State/Country:	CALIFORNIA		
Postal Code:	91754		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88648586	HUMAN BETTER	
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>			
Phone:	4243020717		
Email:	uspto@keatsgatien.com		
Correspondent Name:	Konrad Gatien		
Address Line 1:	120 S. El Camino Dr., Suite 207		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
NAME OF SUBMITTER:	Konrad Gatien		
SIGNATURE:	/s/		
DATE SIGNED:	04/14/2020		
Total Attachments: 1			
source=TM Assignment - HUMAN BETTER - Ex#page1.tif			

OP \$40.00 88648586

TRADEMARK ASSIGNMENT

This trademark assignment, effective as of December 30, 2019, is entered into by and between, Shift Ventures, Inc., a Delaware corporation (“Assignor”), on the one hand, and Human Better, Inc., a Delaware corporation (“Assignee”), on the other hand.

RECITALS

WHEREAS Assignor represents and warrants to Assignee that Assignor is the owner of all rights, title, and interest in and to the trademark HUMAN*BETTER, and all intellectual property associated therewith including without limitation the federal trademark application for said mark pending before the United States Patent and Trademark Office in the following form **human*better** and identified by Serial No. 88648586, and all trademarks, service marks, marks of origin, insignia, slogans, emblems, symbols and other identifying characteristics, whether or not registered in any jurisdiction, relating to said mark, which are owned or claimed to be owned by Assignor (collectively, the “Mark”); and

WHEREAS, Assignee is desirous of acquiring the Mark and accompanying goodwill.

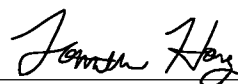
AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee as the successor to the entire business of Assignor, or portion thereof, to which the Mark pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060 all of Assignor’s rights, title, and interest in and to the Mark including without limitation (i) all statutory, common law, equitable, and civil law rights (whether arising under federal, state, or foreign law) related to the Mark, (ii) the goodwill associated with and symbolized by the Mark and the application therefore, (iii) all domain names associated with Assignor’s business related to the Mark, (iv) and all rights of action, powers, and benefits belonging or accrued to the Mark including without limitation the right to take action and to seek damages, equitable remedies, and other recovery against any person or entity for all past, present, or future infringements of the Mark or other intellectual property associated with the Mark or Assignor’s business.

SHIFT VENTURES, INC.

By: 
Name: Andrew Tsai
Title: CEO

HUMAN BETTER, INC.

By: 
Name: Jonathan Hong
Title: Owner