

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM613421

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Healthy Directions, LLC		11/20/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Keep Moving Inc.		
Street Address:	P.O. Box 1823		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10156		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87893431	GUTSY	
Registration Number:	5770152	GUTSY KIDS	
CORRESPONDENCE DATA			
Fax Number:	2125750671		
<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:	2127909200		
Email:	mxe@cll.com		
Correspondent Name:	Joel Karni Schmidt		
Address Line 1:	114 West 47 Street, 21st Floor		
Address Line 2:	Cowan, Liebowitz & Latman, P.C.		
Address Line 4:	New York, NEW YORK 10036-1525		
NAME OF SUBMITTER:	Dasha Chestukhin		
SIGNATURE:	/Dasha Chestukhin/		
DATE SIGNED:	12/09/2020		
Total Attachments: 2			
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source=Healthy Directions Assignment Agreement (re GUTSY KIDS and GUTSY) Executed#page2.tif			

OP \$65.00 87893431

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Assignment") is made this 20 day of November, 2020 (the "Effective Date") by and between Healthy Directions, LLC, a Delaware limited liability company with offices at 6710A Rockledge Drive, Suite 500, Bethesda, Maryland 20817 ("Assignor") and Keep Moving Inc., a Delaware corporation with an address at P.O. Box 1823, New York, New York 10156 ("Assignee").

WHEREAS, Assignor is the owner of the GUTSY KIDS mark (the "GUTSY KIDS Mark") as well as U.S. Registration No. 5770152 for the GUTSY KIDS Mark (the "GUTSY KIDS Registration");

WHEREAS, Assignor is the owner of the GUTSY mark (the "GUTSY Mark" and, together with the GUTSY KIDS Mark, the "GUTSY Marks") as well as U.S. Application Serial No. 87893431 for the GUTSY Mark (the "GUTSY Application");

WHEREAS, Assignor wishes to assign and transfer to Assignee the GUTSY KIDS Registration, the GUTSY Application and all of Assignor's rights, title and interest in and to the GUTSY Marks, and the goodwill associated therewith; and

WHEREAS, Assignee wishes to acquire the GUTSY KIDS Registration, the GUTSY Application and all of Assignor's rights, title and interest in and to the GUTSY Marks, and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the GUTSY Marks, whether statutory or at common law, including the GUTSY KIDS Registration and the GUTSY Application, together with the goodwill of the business symbolized by the GUTSY Marks, the GUTSY KIDS Registration and the GUTSY Application, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

Assignor represents and warrants that it has the full power and authority to execute this Assignment and that this Assignment is binding upon the parties and enforceable in accordance with the Assignment's terms.

This Assignment may be executed in multiple counterparts, and by facsimile or electronic signatures, including, without limitation, scanned signature pages, each of which shall be deemed an original but all of which together shall constitute one and the same Assignment.

The undersigned individuals hereby warrant and represent that they have full authority to execute this Assignment on behalf of the party for which they signed.

IN WITNESS WHEREOF, the parties hereto have entered into and signed this Assignment as of the Effective Date.

HEALTHY DIRECTIONS, LLC

Assignor

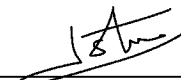
By:  _____

Name: Jodell Nowicki

Title: General Counsel

KEEP MOVING, INC.

Assignee

By:  _____

Name: David Istier

Title: Founder and CEO