

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM847267

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New You Media, LLC		10/12/2023	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	New You Brands, Inc.		
Street Address:	4150 SW 28th Way		
City:	Fort Lauderdale		
State/Country:	FLORIDA		
Postal Code:	33312		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4479535	NEW YOU	
Registration Number:	5105289	NEW YOU	
Registration Number:	5119902	NEW YOU	
Registration Number:	5247271	NEW YOU RED CARPET	
Registration Number:	5711717	NEW YOU ROCKS	
Registration Number:	7026367	NEW YOU THE VOICE OF HEALTH & BEAUTY	
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:	trademarks@greathealthworks.com		
Correspondent Name:	New You Brands, Inc.		
Address Line 1:	4150 SW 28th Way		
Address Line 4:	Fort Lauderdale, FLORIDA 33312		
NAME OF SUBMITTER:	Anabela Bello		
SIGNATURE:	/Anabela Bello/		
DATE SIGNED:	10/19/2023		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is made and entered into effective as of October 12, 2023 (the "Effective Date") by and between **New You Media, LLC**, a Florida limited liability company having its principal place of business at 4150 SW 28th Way, Fort Lauderdale, Florida 33312 ("**Assignor**"), and **New You Brands, Inc.**, a Florida corporation having its principal place of business at 4150 SW 28th Way, Fort Lauderdale, Florida 33312 ("**Assignee**"). Assignor and Assignee shall sometimes be referred to hereinafter as a "Party" and collectively as the "Parties."

WHEREAS, Assignor is the owner of rights in the Trademarks (as defined below) set forth on the attached Schedule A;

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title, and interest in and to the Trademarks and related rights, together with the goodwill connected with the use of and symbolized by such Trademarks, subject to the terms and conditions set forth herein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto agree as follows:

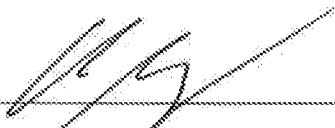
1. Assignment of Trademarks. Assignor hereby irrevocably assigns, transfers, and conveys to Assignee, and Assignee hereby accepts such assignment, transfer, and conveyance of, all of Assignor's right, title, and interest in and to the following (the "Acquired Rights"), together with the goodwill associated therewith and symbolized thereby:
 - a. The trademarks, service marks, brands, certification marks, logos, trade dress, trade names and other similar indicia of source or origin ("Trademarks") listed on the attached Schedule A, and all registrations, applications for registration, and renewals of such Trademarks;
 - b. All internet domain name registrations and social media account or usernames (including "handles") incorporating the Trademarks (or any acronym, abbreviation or component thereof) and all associated web addresses, URL's, websites, and web pages;
 - c. All licenses and similar contractual rights or permissions, whether exclusive or nonexclusive, related to any of the Trademarks;
 - d. All royalties, fees, income, payments and other proceeds now or hereafter due or payable to Assignor with respect to any of the foregoing;
 - e. All of Assignor's claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims of Assignor for damages, restitution, and injunctive and other legal and equitable relief for any one or more third parties' past, present, and future infringement, dilution, violation, breach, or default; and
 - f. All other rights, privileges, and protections of any kind whatsoever of Assignor accruing under any of the foregoing provided by any applicable law, treaty, or other international convention throughout the world.

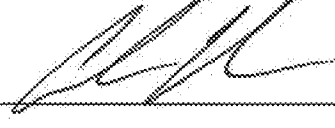
2. Assignee agrees that it will, upon any one or more requests of Assignee, and at Assignee's sole expense, promptly execute any and all additional lawful papers and generally do any and all other lawful acts reasonable and necessary to give effect to and to record this assignment of the Trademarks.

IN WITNESS WHEREOF, the Parties have caused this instrument to be executed by their duly authorized corporate officers.

New You Media, LLC

New You Brands, Inc.

By: 

By: 

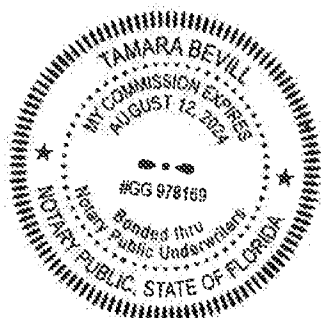
Name: Richard Fernandez

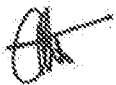
Name: Andrew LaBarbera

Title: CFO

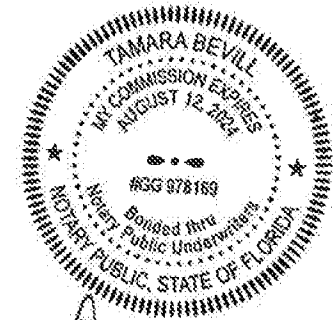
Title: CEO


(SEAL)



 10/12/2023

(SEAL)



 10/12/2023

SCHEDULE A
TRADEMARKS

1	NEW YOU	<p>Country: USA Registration No.: 4,479,535 Registration Date: February 11, 2014</p> <p>IC 16: magazines in the field of cosmetic surgery and anti-aging. IC 41: providing on-line magazines in the field of cosmetic surgery and anti-aging.</p>
2	NEW YOU	<p>Country: USA Registration No.: 5,105,289 Registration Date: December 20, 2016</p> <p>IC 5: dietary and nutritional supplements.</p>
3	NEW YOU	<p>Country: USA Registration No.: 5,119,902 Registration Date: January 10, 2017</p> <p>IC 35: computerized on-line ordering services featuring health, wellness and beauty products.</p>
4	NEW YOU RED CARPET	<p>Country: USA Registration No.: 5,247,271 Registration Date: July 18, 2017</p> <p>IC 3: hair shampoos and conditioners; hairspray; styling foam for hair; non-medicated hair serums.</p>
5	NEW YOU ROCKS	<p>Country: USA Registration No.: 5,711,717 Registration Date: March 26, 2019</p> <p>IC 14: Jewellery; Jewellery charms; Jewelry and imitation jewelry; Jewelry charms; Bracelets; Bracelets; Bracelets of precious metal; Brooches; Charms for jewelry; Clasps for jewellery; Costume jewelry; Imitation jewellery; Jewellery chains; Jewellery plated with precious metals; Jewelry; Jewelry chains; Jewelry, namely, anklets; Jewelry, namely, stone pendants; Neck chains; Necklace and earring combinations that can be worn separately or as one piece; Necklaces; Paste jewelry; Rings; Women's jewelry.</p>

6	NEW YOU THE VOICE OF HEALTH & BEAUTY	Country: USA Registration No.: 7,026,367 Registration Date: April 11, 2023 IC 16: Magazines in the field of cosmetic surgery, anti-aging, health, wellness and beauty. IC 41: Providing on-line magazines in the field of cosmetic surgery, anti-aging, health, wellness and beauty.
7	SHOP NEW YOU	Country: Canada Registration No.: TMA1044239 Registration Date: July 24, 2019 IC 35: Computerized online ordering services featuring beauty products, health and wellness products, namely, dietary supplements, vitamin and mineral supplements, homeopathic preparations, essential oils, oral care preparations, meal replacement preparations, sunscreen lotions and sprays, eye care preparations, feminine care products, yoga mats, hydration bottles, pre-recorded video discs containing exercise and yoga instructions.
8	NEW YOU	Country: Canada Registration No.: TMA937821 Registration Date: May 13, 2016 IC 3: Bleaching, cleaning preparations and non-medicated cosmetics; Skin care preparations. IC 5: Pharmaceuticals and herbicides; Dietary supplements for general health and wellbeing in capsule, liquid or gelatin form. IC 16: Paper and printed goods; Magazines.
9	SHOP NEW YOU	Country: China and India Registration No.: 1268110 Registration Date: September 2, 2015 IC 35: computerized on-line ordering services featuring health, wellness and beauty products.
10	NEW YOU	Country: China and India Registration No.: 1291523 Registration Date: September 2, 2015 IC 16: magazines in the field of cosmetic surgery and anti-aging. IC 41: providing on-line magazines in the field of cosmetic surgery and anti-aging.

11	NEW YOU	Country: UK Registration No.: UK00913285341 Registration Date: February 12, 2015 IC 35: computerized on-line ordering services featuring health, wellness and beauty products.
12	NEW YOU	Country: European Union Registration No.: 013285341 Registration Date: February 12, 2015 IC 35: computerized on-line ordering services featuring health, wellness and beauty products.