

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT2995946

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	LIVING NATURALLY LLC	02/08/2013
RECEIVING PARTY DATA		
Name:	GENIUS CENTRAL INC	
Street Address:	6230 UNIVERSITY PARKWAY, STE 301	
City:	SARASOTA	
State/Country:	FLORIDA	
Postal Code:	34240	
PROPERTY NUMBERS Total: 2		
Property Type	Number	
Patent Number:	7113922	
Patent Number:	7660739	
CORRESPONDENCE DATA		
Fax Number:	(405)235-4133	
<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:	405-235-4100	
Email:	ip@phillipsmurrah.com	
Correspondent Name:	MARTIN G. OZINGA	
Address Line 1:	101 N. ROBINSON AVE.	
Address Line 2:	CORPORATE TOWER, 13TH FLOOR	
Address Line 4:	OKLAHOMA CITY, OKLAHOMA 73102	
ATTORNEY DOCKET NUMBER:	20513.00101	
NAME OF SUBMITTER:	MARTIN G. OZINGA	
SIGNATURE:	/Martin G. Ozinga/	
DATE SIGNED:	08/25/2014	
Total Attachments: 6		
source=29007&9PatAssnRecordationCvrSht#page1.tif		
source=PatAssignmentLivingNaturallyLLCtoGeniusCentralInc#page1.tif		
source=PatAssignmentLivingNaturallyLLCtoGeniusCentralInc#page2.tif		
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RECORDATION FORM COVER SHEET

PATENTS ONLY

To the Honorable Commissioner of Patents and Trademarks:

Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p style="padding-left: 40px;">Living Naturally LLC</p>	<p>2. Name and address of receiving party(ies):</p> <p style="padding-left: 40px;">Genius Central Inc. 6230 University Parkway, Ste 301 Sarasota, FL 34240</p>
<p>3. Nature of conveyance:</p> <p style="padding-left: 40px;"> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Address <input type="checkbox"/> Other _____ </p> <p>Execution Date: <u>February 8, 2013</u></p>	<p>Additional Names and Address(es) attached?</p> <p style="text-align: center; padding-left: 80px;"><input checked="" type="checkbox"/> No <input type="checkbox"/> Yes</p>
<p>4. Identifying Numbers of Document(s): Atty Dkt Nos.: <u>20513.29007 & 20513.29009</u></p> <p>A. Patent Application No(s).: B. Patent Registration No(s).:</p> <p style="text-align: center; padding-left: 100px;">U.S. Patent No. 7,113,922 U.S. Patent No. 7,660,739</p> <p style="text-align: center; padding-left: 80px;">Additional numbers attached <input type="checkbox"/> yes <input checked="" type="checkbox"/> no</p>	
<p>5. Name and Address of party to whom correspondence concerning document should be mailed:</p> <p style="padding-left: 40px;">Martin G. Ozinga, Reg. No. 44,992 Phillips Murrah, P.C. Corporate Tower, 13th Floor 101 N. Robinson Ave. Oklahoma City, OK 73102 405-235-4100 ph 405-235-4133 fax ip@phillipsmurrah.com</p>	<p>6. Total number of applications and registrations involved: <u>2</u>.</p> <p>7. Total fee: <u>\$0.00</u> (37 CFR § 1.21(h) (electronic submission))</p>
<p>DO NOT USE THIS SPACE</p>	
<p>9. Statement and Signature:</p> <p style="padding-left: 40px;">To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div style="width: 30%;"> <p><u>Martin G. Ozinga</u></p> <p>Name of Person Signing</p> </div> <div style="width: 30%;"> <p><u>/Martin G. Ozinga/</u></p> <p>Signature</p> </div> <div style="width: 30%;"> <p><u>August 25, 2014</u></p> <p>Date</p> </div> </div>	
<p>Total number of pages Assignment including cover sheet: <u>6</u></p>	

PATENT and TRADEMARK ASSIGNMENT

WHEREAS, LIVING NATURALLY, LLC, a limited liability company of the State of Kansas with a business address at Suite 301, 6230 University Parkway, Sarasota Florida 34240 (hereinafter referred to as "ASSIGNOR") is the owner of U.S. Trademark Registration No. 2,834,373 for the mark LIVING NATURALLY, and is the owner of a certain invention entitled ELECTRONIC INVENTORY MOVEMENT AND CONTROL DEVICE now U.S. Patent No. 7,113,922 issued September 26, 2006 and is the owner of a certain invention entitled ELECTRONIC INVENTORY MOVEMENT AND CONTROL DEVICE, now U.S. Patent No. 7,660,739 issued February 9, 2010; and

WHEREAS, ASSIGNOR, is now the exclusive owners of aforementioned trademark registration, the mark described and claimed therein, the associated good will, and all rights in, to and under the same; and

WHEREAS, ASSIGNOR, is now the exclusive owner of aforementioned patent applications, the inventions described and claimed therein, and all rights in, to and under the same; and

WHEREAS, GENIUS CENTRAL, INC., a corporation of the State of Delaware with a business address at Suite 301, 6230 University Parkway, Sarasota Florida 34240 (hereinafter referred to as "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to the aforementioned trademark and associated good will and in, to and under any and all Trademark Registration(s) of the United States and in any and all foreign countries thereof, and ASSIGNOR'S rights in said trademark; and

WHEREAS, ASSIGNEE is desirous of acquiring the entire right, title and interest in and to the aforementioned inventions, pending applications, and in, to and under any and all Letters Patent(s) of the United States and in any and all foreign countries thereof, and ASSIGNOR'S rights in said patents;

NOW, THEREFORE, this indenture witnesseth that for valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, the said owner, has sold, assigned, transferred and set over and does hereby sell, assign, transfer and set over to the said ASSIGNEE, the said mark and, and any and all related marks thereof, and any and all Trademark Registration(s) of the United States, its territorial possessions, and any and all foreign countries which may be granted therefor, together with the good will of the business symbolized by the trademark(s) and for the use and behoof of its successors, assigns, or other legal representatives, to the end of the term or terms for which said Trademark Registration(s) of the United States, territories and foreign countries are or may be granted, or renewed as fully and entirely as same would have been held and enjoyed by ASSIGNOR, if this assignment and sale had not been made.

AND, ASSIGNOR hereby authorizes and requests the Commissioner of Trademarks to issue any and all Trademark Registrations of the United States on said mark, or resulting from said trademark application(s), and renewals thereof to the said ASSIGNEE, of the entire interest, and hereby covenants that they have full right to convey the entire interest therein assigned, and that they have not executed and will not execute any agreement in conflict therewith.

AND, ASSIGNOR further hereby covenants and agrees that they and their respective heirs, legal representatives and assigns will, at any time, upon request, at the expense of said

ASSIGNEE, execute and deliver any and all papers that may be necessary or desirable to perfect the title to said mark, and to said Trademark Registration(s) as may be granted therefor, in said ASSIGNEE, its successors, assigns, or other legal representatives, and that if said ASSIGNEE, its successors, assigns, or other legal representatives shall desire to file any documents relating thereto, will, upon request, sign all papers, make all rightful oaths, and do all acts requisite for the filing of such without further compensation, but at the expense of said ASSIGNEE, its successors or other legal representatives.

AND, ASSIGNOR does further covenant and agree, that they will, at any time, upon request, communicate to said ASSIGNEE, its successors, assigns, or other legal representatives, at its expense, such facts relating to said marks and Trademark Registration(s) or the history thereof, as may be known to them, and testify as to the same in any oppositions, appeals, cancellations, or other litigation, when requested to do so.

NOW, THEREFORE, this indenture witnesseth that for valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, the said owner, has sold, assigned, transferred and set over and does hereby sell, assign, transfer and set over to the said ASSIGNEE, the said inventions and patent applications, and any and all divisions and continuations thereof, and any and all Letters Patent(s) of the United States, its territorial possessions, and any and all foreign countries which may be granted therefor, and any and all extensions, reissues or certificates of reexamination of said Letters Patent(s), including the right of priority and the subject matter of any and all claims which may be obtained in every such patent, the same to be held and enjoyed by the said ASSIGNEE for its own use and behoof, and for the use and behoof of its successors, assigns, or other legal representatives, to the end of the

term or terms for which said Letters Patent(s) of the United States, territories and foreign countries are or may be granted, extended, reissued, or reexamined as fully and entirely as same would have been held and enjoyed by ASSIGNOR, if this assignment and sale had not been made.


AND, ASSIGNOR hereby authorizes and requests the Commissioner of Patents to issue any and all Letters Patent of the United States on said invention, or resulting from said application, and from any and all divisions and continuations, extensions, reissues or reexaminations thereof to the said ASSIGNEE, of the entire interest, and hereby covenants that they have full right to convey the entire interest therein assigned, and that they have not executed and will not execute any agreement in conflict therewith.

AND, ASSIGNOR further hereby covenants and agrees that they and their respective heirs, legal representatives and assigns will, at any time, upon request, at the expense of said ASSIGNEE, execute and deliver any and all papers that may be necessary or desirable to perfect the title to said invention, and to said Letters Patent as may be granted therefor, in said ASSIGNEE, its successors, assigns, or other legal representatives, and that if said ASSIGNEE, its successors, assigns, or other legal representatives shall desire to file any divisional or continuation application, or to secure an extension, a reissue or certificate of reexamination of such Letters Patent(s), or to file a disclaimer relating thereto, will, upon request, sign all papers, make all rightful oaths, and do all acts requisite for the filing of such divisional or continuing application, or such application for extension, reissue or request for reexamination and procuring thereof, and for the filing of such disclaimers, without further compensation, but at the expense of said ASSIGNEE, its successors or other legal representatives.

AND, ASSIGNOR does further covenant and agree, that they will, at any time, upon request, communicate to said ASSIGNEE, its successors, assigns, or other legal representatives, at its expense, such facts relating to said invention and Letters Patent(s) or the history thereof, as may be known to them, and testify as to the same in any interference or other litigation, when requested to do so.

IN WITNESS WHEREOF, We have hereunto set our hands.

Dated: 2/8/13


Name: Paul DeRons
Title: Vice President / Manager

For Assignor
LIVING NATURALLY, LLC,
a limited liability company of the State of Kansas