

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM527042

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Next Level Athletics, LLC		06/06/2019	Limited Liability Company: NEVADA
RECEIVING PARTY DATA			
Name:	The Juice Plus+ Company, LLC		
Street Address:	140 Crescent Drive		
City:	Collierville		
State/Country:	TENNESSEE		
Postal Code:	38017		
Entity Type:	Limited Liability Company: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4458353	UPLIFT	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<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:	2028578967		
Email:	dan.jasnow@arentfox.com		
Correspondent Name:	Anthony Lupo		
Address Line 1:	1717 K Street NW		
Address Line 4:	Washington, D.C. 20006		
NAME OF SUBMITTER:	Dan Jasnow		
SIGNATURE:	/Dan Jasnow/		
DATE SIGNED:	06/10/2019		
Total Attachments: 1			
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OP \$40.00 4458353

U.S. TRADEMARK ASSIGNMENT

WHEREAS, Next Level Athletics, LLC, a Nevada Limited Liability Company, having a place of business at 2216 Versailles Court, Henderson, Nevada 89074 ("Next Level"), uses and is the owner of the trademark UPLIFT (U.S. Reg. No. 4458353) ("Trademark"); and

WHEREAS, The Juice Plus+ Company, LLC, a Tennessee Limited Liability Company, having a place of business at 140 Crescent Drive, Collierville, Tennessee 38017 ("Juice Plus") desires to acquire any and all rights Next Level has in the Trademark, including the goodwill of the business pertaining thereto;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Next Level does hereby sell, transfer, and assign unto the Juice Plus all right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, the registration therefor, and the right to bring suit and recover damages for past, present or future infringement thereof, effective as of the date executed by Next Level.

Next Level:

Next Level Athletics, LLC

By: Kevin Andersen

Name: Kevin Andersen

Title: CO-founder

Date: 6/6/19

Juice Plus:

The Juice Plus+ Company, LLC

By: H. Parker Harness III

Name: H. Parker Harness III

Title: Chief Financial Officer

Date: 6-7-2019