

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM509665

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Purple Brand Co., Inc.		02/05/2019	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Purple Brand International Holdings Inc.		
Street Address:	13988 Cambie Road, Suite 343,		
City:	Richmond		
State/Country:	CANADA		
Postal Code:	V6V 2K4		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88073951	PURPLE BRAND	
CORRESPONDENCE DATA			
Fax Number:	6046873478		
<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:	6046877432		
Email:	info@coastalip.com		
Correspondent Name:	Coastal Trademark Services Limited		
Address Line 1:	1081 Cambie Street		
Address Line 4:	Vancouver, B.C., CANADA V6B 5L7		
NAME OF SUBMITTER:	Tanya M. Reitzel		
SIGNATURE:	/treitzel/		
DATE SIGNED:	02/11/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Purple Brand Co., Inc., a corporation formed in accordance with the laws of British Columbia, Canada with a business address of 13988 Cambie Road, Suite 343, Richmond, British Columbia, Canada V6V 2K4 (the "Assignor"), and Purple Brand International Holdings Inc., a corporation formed in accordance with the laws of British Columbia, Canada, with a business address of 13988 Cambie Road, Suite 343, Richmond, British Columbia, Canada V6V 2K4 (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations and/or applications for registration set forth on Schedule A hereto (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations anywhere in the world based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, the Assignor hereto has executed this Trademark Assignment Agreement as of this 05 day of February, 2019.

Purple Brand Co., Inc.

Per: _____

Printed Name: Klaus Lam

Title: DIRECTOR

Schedule A

Trademarks

Country	Trademark	Application/Registration No.
Canada	PURPLE BRAND	Applic No. 1,814,198
China	PURPLE BRAND (in class 25)	Applic. No. 24734836
China	PURPLE BRAND (in class 35)	Applic. No. 24734835
Hong Kong	PURPLE BRAND & Design	Reg. No. 304545225
Taiwan	PURPLE BRAND	Applic. No. 106035949
United States	PURPLE BRAND	Applic. No. 88/073,951
European Union	PURPLE BRAND	Reg. No. 16785628
Japan	PURPLE BRAND	Reg. No. 5969682