

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM298952

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Charles Latham		03/13/2014	INDIVIDUAL: UNITED STATES
Adam Warden		03/13/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	HARD BODII LLC		
Street Address:	1204 Chesterfield Road		
City:	North Charleston		
State/Country:	SOUTH CAROLINA		
Postal Code:	29405		
Entity Type:	LIMITED LIABILITY COMPANY: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4237865	H B	
Registration Number:	4154381	HARD BODII	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	8436975067		
Email:	johnflorence@bellcarrington.com		
Correspondent Name:	John Florence		
Address Line 1:	116 CHURCH ST FL 1		
Address Line 4:	CHARLESTON, SOUTH CAROLINA 29401		
NAME OF SUBMITTER:	John Florence		
SIGNATURE:	/john florence/		
DATE SIGNED:	03/24/2014		
Total Attachments: 1			
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OP \$65.00 4237865

ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, Adam C. Warden, whose address is 1204 Chesterfield Road, North Charleston, South Carolina 29405, and Charles W. Latham, Jr. ("Assignors"), whose address is 7512 Rock Street, Charleston, South Carolina 29420, have adopted, used and are using a mark which is registered in the United States Patent and Trademark Office, Registration No.: 4154381, filed January 15, 2009 and registered June 5, 2012, which mark is known as Hard Bodii; and

* And mark Registration No. 4237865, Filed June 4, 2012, registered November 6, 2012 which mark is known as HB

WHEREAS, Hard Bodii LLC ("Assignee"), whose address is 1204 Chesterfield Road, North Charleston, South Carolina 29405, desires to require such a mark and the registration thereof:

NOW, THEREFORE, for good and valuable consideration which is hereby acknowledged, the Assignors do hereby assign to the Assignee all rights, title and interest in and to the mark described herein, together with the goodwill of the business symbolized by such mark, in the above identified registration thereof.

The Commissioner of Patents and Trademarks is requested to record this Assignment of rights and trademark registration in favor of said Assignee.

IN WITNESS WHEREOF, Assignor has caused this document to be duly executed on this 13th day of March, 2014.

Lauren K. Rounselle

Adam Warden
Adam C. Warden

J. R. Florence

Charles W. Latham, Jr.
Charles W. Latham, Jr.

STATE OF SOUTH CAROLINA
COUNTY OF CHARLESTON

Personally appeared before me the undersigned and made oath that he saw the within named Assignees sign, seal and as their act and deed, deliver the within written Assignment of Registered Trademark for the uses and purposes therein mentioned, and that he with the other witness subscribed above witnessed the execution thereof.

Lauren K. Rounselle

SWORN to before me this
13th day of March, 2014

J. R. Florence
Notary Public for the State of South Carolina
My Commission Expires: 06/15/2018