

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM479250

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Innova LLC		06/22/2018	Limited Liability Company: UNITED STATES
Pura Vida CF LLC		06/22/2018	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pura Vida CF LLC		
<b>Street Address:</b>	5308 13th Avenue Suite #260		
<b>City:</b>	Brooklyn		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11219		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>Name:</b>	Pura Vida CF LLC		
<b>Street Address:</b>	5308 13th Avenue Suite # 260		
<b>City:</b>	Brooklyn,		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11219		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5411289	PURA VIDA	
<b>Registration Number:</b>	5411305	INNAV8	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	2063131373		
<b>Email:</b>	customerservice@innova1.net		
<b>Correspondent Name:</b>	Innova LLC		
<b>Address Line 1:</b>	4821 Jenks Point Way East		
<b>Address Line 4:</b>	Lake Tapps, WASHINGTON 98391		

OP \$65.00 5411289

<b>NAME OF SUBMITTER:</b>	Jason Desmul
<b>SIGNATURE:</b>	/Jason Desmul/
<b>DATE SIGNED:</b>	06/25/2018
<b>Total Attachments: 7</b> source=trademark Innav8 sale#page1.tif source=trademark Innav8 sale#page2.tif source=Jason Desmul Trademark INNAV8 Class 9 20180521_10020991#page1.tif source=Jason Desmul Trademark INNAV8 Class 9 20180521_10020991#page2.tif source=Jason Desmul Trademark Pura Vida Classes 5, 8, 21,20180521_10065835#page1.tif source=Jason Desmul Trademark Pura Vida Classes 5, 8, 21,20180521_10065835#page2.tif source=Jason Desmul Trademark Pura Vida Classes 5, 8, 21,20180521_10065835#page3.tif	

**Assignment & Ownership of Trademark Agreement**

The following document is intended as evidence and for the purpose of the transfer of the Trademark:

INNAV8  
Reg. No. 5,411,305  
Int. Cl. 9

Innova LLC a Washington State company with the address of:  
4821 Jenks Point Way East  
Lake Tapps Washington State 98391

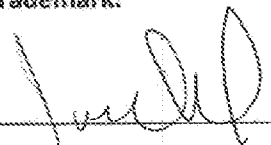
Contact: customerservice@innova1.net  
Phone: 206.313.1373

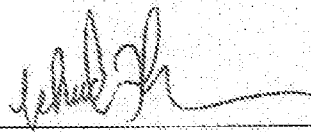
Innova LLC agrees to transfer ownership of the above described INNAV8 Trademark to PURA VIDA CF LLC:

PURA VIDA CF LLC a New York company with the address of:  
5308 13<sup>th</sup> Avenue Suite # 260  
Brooklyn New York 11219

Contact: hillel@stuhrling.com  
Phone: 718-663-3944

PURA VIDA CF LLC of New York agrees to accept the transfer of the above described INNAV8 Trademark.

  
\_\_\_\_\_  
Innova LLC President Signature:

  
\_\_\_\_\_  
Pura Vida CF LLC President Signature:

June 20<sup>th</sup> 2018  
\_\_\_\_\_  
Date:

June 20<sup>th</sup> 2018  
\_\_\_\_\_  
Date:

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PURA VIDA  
Reg. No. 5,411,289  
Int. Cl. 5, 8, 21

Innova LLC a Washington State company with the address of:  
4821 Jenks Point Way East  
Lake Tapps Washington State 98391.

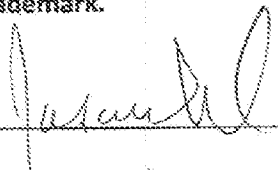
Contact: customerservice@innova1.net  
Phone: 206.313.1373

Innova LLC agrees to transfer ownership of the above described PURA VIDA Trademark to PURA VIDA CF LLC:

PURA VIDA CF LLC a New York company with the address of:  
5308 13<sup>th</sup> Avenue Suite # 260  
Brooklyn New York 11219

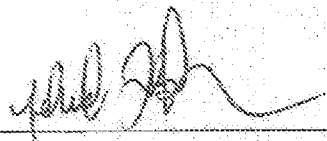
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Phone: 718-663-3944

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Innova LLC President Signature:



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Pura Vida CF LLC President Signature:

June 20<sup>th</sup> 2018

Date:

June 20<sup>th</sup> 2018

Date:

# United States of America

United States Patent and Trademark Office

## INNAV8

**Reg. No. 5,411,305**

**Registered Feb. 27, 2018**

**Int. Cl.: 9**

**Trademark**

**Principal Register**

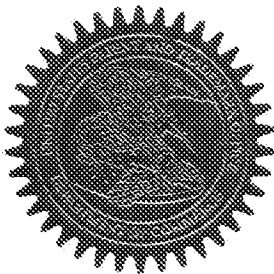
Innova, LLC (WASHINGTON LIMITED LIABILITY COMPANY), DBA Innav8  
4821 Jenks Point Way East  
Lake Tapps, WASHINGTON 98391

CLASS 9: Apparatus and instruments for conducting, switching, transforming, accumulating, signaling, checking in the nature of supervision, regulating or controlling electricity, namely, electronic pest control devices that emit a high frequency sound to drive away pests

FIRST USE 5-1-2016; IN COMMERCE 5-1-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR.

SER. NO. 87-507,313, FILED 06-27-2017



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office



**Reg. No. 5,411,289**

**Registered Feb. 27, 2018**

**Int. Cl.: 5, 8, 21**

**Trademark**

**Principal Register**

Innova, LLC (WASHINGTON LIMITED LIABILITY COMPANY), DBA Pura Vida  
4821 Jenks Point Way East  
Lake Tapps, WASHINGTON 98391

CLASS 5: Sanitary preparations for personal hygiene, namely, tampons; cotton tampons; perfume free tampons; cotton perfume free tampons; organic tampons; sanitary napkins; feminine sanitary napkins; feminine hygiene products, namely tampons

FIRST USE 5-1-2016; IN COMMERCE 5-1-2016

CLASS 8: Hand operated tools and implements namely fruit slicer kit comprised of watermelon knives, watermelon slicer, pineapple corers, strawberry huller, melon baller, small, hand-operated utensils and apparatus for household and kitchen use, namely, hand operated kitchen utensils for grinding, hand operated kitchen utensils for pressing, hand operated kitchen utensils for mincing, hand operated coffee grinders, hand operated watermelon knives, watermelon slicer, pineapple corers, hand operated strawberry huller, hand operated melon baller

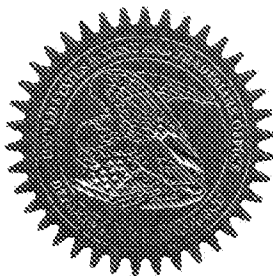
FIRST USE 5-1-2016; IN COMMERCE 5-1-2016

CLASS 21: beverage glassware, hand operated coffee press, hand operated whipped cream dispenser in the nature of gas pressurized siphon containers sold empty; hand operated melon ballers; hand held melon ballers with knife; glassware; coffee cups; coffee cups with holder; serving trays; three tiered serving trays; non-electric French coffee presses; hand-operated coffee grinders; whipped cream dispensers in the nature of gas pressurized siphon containers sold empty; melon ballers

FIRST USE 5-1-2016; IN COMMERCE 5-1-2016

The mark consists of the wording "PURA VIDA" in large font in all caps. There is a stylized tree with a tree trunk and stylized branches emanating from the tree trunk. The stylized tree is centrally positioned between the word "PURA VIDA". The word "PURA" is positioned to the left of the tree trunk and the word "VIDA" is positioned to the right of the tree trunk. The word "PURA" is underlined. The word "VIDA" is underlined. The stylized branches emanate above the word "PURA VIDA". Three roots emanate from the base of the tree trunk, two horizontal roots emanate from either side of the tree trunk, and one vertical root emanates from the bottom of the tree trunk.

The English translation of "PURA VIDA" in the mark is "Pure Life".



*Andrei Iancu*  
Director of the United States  
Patent and Trademark Office





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