

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM665694

<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>
The Bikini Body Training Company Pty Ltd		07/29/2021	Private Limited Company: AUSTRALIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ICON HEALTH & FITNESS, INC.		
<b>Street Address:</b>	1500 South 1000 West		
<b>City:</b>	Logan		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84321		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87474616	BIKINI BODY GUIDE	
<b>Serial Number:</b>	90420082	BBG	
<b>Registration Number:</b>	6399166	SWEAT	
<b>Registration Number:</b>	6337531	PWR	
<b>Registration Number:</b>	5464220	SWEAT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8015327543		
<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>	8015321500		
<b>Email:</b>	patent@rqn.com, ip@iconfitness.com		
<b>Correspondent Name:</b>	Ray Quinney & Nebeker - ICON		
<b>Address Line 1:</b>	36 South State Street		
<b>Address Line 2:</b>	Suite 1400		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>NAME OF SUBMITTER:</b>	Paul N. Taylor		
<b>SIGNATURE:</b>	/Paul N. Taylor, Reg.# 57271/		
<b>DATE SIGNED:</b>	08/06/2021		
<b>Total Attachments: 3</b>			

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ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, ICON HEALTH & FITNESS, INC., a Delaware corporation with its principal place of business located at 1500 South 1000 West, Logan, Utah 84321 ("Assignee"), is the full owner of its subsidiary, The Bikini Body Training Company Pty Ltd ACN 162 849 701, an Australian corporation with its principal place of business located at UNIT 4, 62-66 Glen Osmond Rd Parkside SA AUSTRALIA 5063 ("Assignor");

WHEREAS, Assignor desires to transfer all of its trademarks as identified in Schedule A and the goodwill of the business symbolized thereby, and the right to sue and collect damages for past and/or future infringement thereof (the "IP"), to Assignee desires to receive all of Assignor's trademarks and all associated good will.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey unto Assignee all right, title and interest in and to the IP, the goodwill of the business symbolized thereby, and the right to sue and collect damages for past and/or future infringement thereof.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement, effective as of the date set forth below.

SIGNED on this the 29<sup>th</sup> day of July, 2021.

Assignor:

The Bikini Body Training Company Pty Ltd ACN 162 849 701,  
an Australian Private Company

By: 

Name: Karen Jarrett

Title: Company Secretary, CEO

Assignee:

ICON HEALTH & FITNESS, INC.,  
a Delaware Corporation

By: 

Everett Smith, Secretary and General Counsel

SCHEDULE A

Trademarks

Mark	Territory	Application No.	Application Date
BIKINI BODY GUIDE	Australia	2180529	20 May 2021
<b>SWEAT</b> 	Australia	1885187	6 Nov 2017
PWR	Australia	1881721	20 Oct 2017
MADE BY YOU	Australia	1891751	4 Dec 2017
BBG	Australia	2144696	21 Dec 2020
BIKINI BODY GUIDE	New Zealand	1068383	6 Jun 2017
BIKINI BODY GUIDE	New Zealand	1119928	6 Jun 2017
BIKINI BODY GUIDE	United States of America	87474616	5 Jun 2017
<b>SWEAT</b> 	United States of America	87718939	13 Dec 2017
PWR	United States of America	87665059	30 Oct 2017
BBG	United States of America	90420082	28 Dec 2020
 <b>SWEAT</b>	United States of America	87626495	28 Sep 2017
SWEAT	Canada	2038010	3 Jul 2020
<b>SWEAT</b> 	Canada	2038176	6 Jul 2020

Mark	Territory	Application No.	Application Date
	Canada	2038177	6 Jul 2020
BIKINI BODY GUIDE	European Union (EUTM)	016805277	2 Jun 2017
SWEAT WITH	European Union (EUTM)	1350700	17 Mar 2017
Sweat	United Kingdom	00003531942	10 Sep 2020
BIKINI BODY GUIDE	United Kingdom	00916805277	2 Jun 2017
SWEAT WITH	United Kingdom	00801350700	17 Mar 2017
Sweat	Switzerland	71665/2018	9 Apr 2018
SWEAT WITH	Switzerland	51957/2017	15 Feb 2017
SWEAT WITH	Russian Federation	1350700	17 Mar 2017
SWEAT WITH	WIPO	1350700	17 Mar 2017