

TRADEMARK POWER OF ATTORNEY

[Client name] Market America, Inc.
a [type of entity] corporation
organized and existing under the laws of North Carolina
and having a principal place of business at: 1302 Pleasant Ridge Road
Greensboro, NC 27409 ("Company"),

appoints Ellen A. Andelman, Kathryn G. Cole, Jeffrey R. Gray, Arlene D. Hanks, Chris Knors, Dickson M. Lupo, W. Kevin Ransom, Samantha N. Skains-Menchaca, John E. Slaughter, III, Peter B. Stewart, Henry B. Ward, III, F. Emmett Weindruch and J. Mark Wilson, all members of the bar of the State of North Carolina, acting together or separately, as its attorneys with the full power to proceed on its behalf, to execute and file trademark and service mark applications; to prosecute such application(s); to receive the Certificate(s) of Registration; to file pleadings, responses or motions in the United States Patent and Trademark Office and the United States courts; to receive all official communications and to transact all business in connection with Company's trademarks and service marks.

Recognizing that Internet communications are not secure, Company authorizes the United States Patent and Trademark Office to communicate with its attorneys concerning any subject matter by electronic mail. Company understands that a copy of these communications will be made of record in the United States Patent and Trademark Office.

Company revokes all previous powers of attorney with respect to the subject matter hereof.

Signed at Greensboro, North Carolina
[U.S. city and state or foreign city and country where document is signed]
on March 19, 2021
[month and day] [year]

Market America, Inc.
[Client name]

By: Marc Ashley
Name: Marc Ashley
Title: President & COO