OCTOBER 8TH 2021

RIVAL THEORY, INC.	)	**NOTICE OF ASSIGNMENT FOR**
[(DBA/FKA: LIFEKIND)]	)	**THE BENEFIT OF CREDITORS**
	)	**AND DEADLINE FOR**
	)	**SUBMITTING CLAIMS**
_____	)	

TO ALL CREDITORS AND EQUITYHOLDERS OF RIVAL THEROY, INC. AND OTHER PARTIES IN INTEREST:

PLEASE TAKE NOTICE that on September 17, 2021, Rival Theory, Inc. ("Rival Theory" or "Assignor"), a Delaware corporation (EIN: 45-3509656) with offices at 5877 W. Rodeo Road, Los Angeles, California 90016 United States as assignor, made a General Assignment for the Benefit of Creditors (the "Assignment") to Rival Theory (ABC), LLC ("Assignee"), a California limited liability company, as assignee, pursuant to California state law. The Assignment and the wind up and dissolution of Assignor previously was approved by Assignor's stockholders holding the requisite majority of the company's stock. This correspondence constitutes notice under Section 228(e) of the Delaware General Corporation Law for corporate action taken without a stockholders' meeting by less than unanimous written consent of the Company's stockholders.

PLEASE TAKE FURTHER NOTICE that with the exception of the relationship created by the Assignment, and despite their similarity in name, Assignor and Assignee have no corporate affiliation to each other. A true and correct copy of the document evidencing the Assignment can be downloaded from the following website (www.FileAClaim.info/RivalTheory-ABC). Pursuant to the Assignment, Assignor transferred ownership of all its rights in tangible and intangible assets (collectively, the "Assets") including intellectual property, equipment, furniture and other recoveries to Assignee for liquidation. Assignee shall attempt to liquidate the Assets and, at the same time, conduct a process to monetize the furniture and equipment, and shall wind down Assignor and distribute the net liquidation proceeds to creditors of Assignor who timely submit claims as instructed below.

PLEASE TAKE FURTHER NOTICE that all entities asserting any claim against Assignor must submit a proof of claim and proper supporting documentation no later than March 16, 2022 (the "Bar Date"). Claims can be filed electronically using a form located at the following landing page (www.FileAClaim.info/RivalTheory-ABC). Alternatively, a statement regarding your claim and related documentation may be sent to the following address. You may include a self-addressed, stamped envelope with sufficient postage to confirm receipt:

Rival Theory (ABC), LLC
c/o Claims Administration
231 Market Place, Suite 373
San Ramon, California 94583

Any claimant who fails to timely submit a claim, postmarked on or before the Bar Date, in accordance with the instructions set forth above, shall be barred from sharing in any distribution from the net liquidation proceeds, if applicable, and shall not receive any distribution from Assignee as it relates to this matter.

Dated: October 8th, 2021

BY: Rival Theory (ABC), LLC
In its sole and limited capacity as
Assignee FBO Creditors of Rival Theory, Inc.
231 Market Place, Suite 373
San Ramon, California 94583
United States