OTC Pink Basic Disclosure Guidelines

1) Name of the issuer and its predecessors (if any)

The name of the issuer is Cognitiv, Inc. The Issuer was formerly known as University Health Industries, Inc.

2) Address of the issuer's principal executive offices

Company Headquarters
Cognitiv, Inc.
1485 International Pkwy., Suite 1001
Heathrow, FL 32746
Phone: 407-549-3350
Email: steve@cognitiv.com
Website(s): www.cognitiv.com

IR Contact - None at this time

3) Security Information

Trading Symbol: COGV
Exact title and class of securities outstanding: Common Stock
CUSIP: 19242P 10 2
Par or Stated Value: $.0001 per share
Total shares authorized: 500,000,000 as of: September 30, 2014
Total shares outstanding: 489,495,822 as of: September 30, 2014

Transfer Agent
Name: Interwest Transfer Company, Inc.
1981 Murray Holladay Road, Suite 100
Salt Lake City, UT 84117
Phone: 801-272-9294
Is the Transfer Agent registered under the Exchange Act?* Yes: X No: ☐

*To be included in the OTC Pink Current Information tier, the transfer agent must be registered under the Exchange Act.

List any restrictions on the transfer of security:

None other than legend for restricted shares that have been issued

Describe any trading suspension orders issued by the SEC in the past 12 months.

None

List any stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months:

None

4) Issuance History

List below any events, in chronological order, that resulted in changes in total shares outstanding by the issuer in the past two fiscal years and any interim period. The list shall include all offerings of equity securities, including debt convertible into equity securities, whether private or public, and all shares or any other securities or options to acquire such securities issued for services, describing (1) the securities, (2) the persons or entities to whom such securities were issued and (3) the services provided by such persons or entities. The list shall indicate:

A. The nature of each offering (e.g., Securities Act Rule 504, intrastate, etc.);
B. Any jurisdictions where the offering was registered or qualified;
C. The number of shares offered;
D. The number of shares sold;
E. The price at which the shares were offered, and the amount actually paid to the issuer;
F. The trading status of the shares; and
G. Whether the certificates or other documents that evidence the shares contain a legend (1) stating that the shares have not been registered under the Securities Act and (2) setting forth or referring to the restrictions on transferability and sale of the shares under the Securities Act.

					Price of Shares			
Date	Nature of Each Offering	Jurisdiction where offering was registered or qualified	Number of Shares Offered	Number of Shares Sold	Offered	Paid	Trading Status of Shares	Do Certificates Contain Restrictive Legend?
Apr 18, 2012	Shares Cancelled	n/a	n/a	(39,999,000)	n/a	n/a	n/a	n/a
Apr 25, 2012	Rule 504	Florida	45,000,000	12,500,000	$0.067	$0.040	Restricted	Yes
Dec 31, 2012	Note Conversion	n/a	n/a	30,592,889	n/a	$0.040	Restricted	Yes
Feb 25, 2013	Rule 504	Florida	45,000,000	4,477,612	$0.067	$0.067	Restricted	Yes
Feb 25, 2013	Emp. Stock Grant	n/a	n/a	1,000,000	n/a	$0.020	Restricted	Yes
Feb 25, 2013	Consid. for Serv.	n/a	n/a	3,500,000	n/a	$0.020	Restricted	Yes
May 6, 2013	Rule 504	Florida	45,000,000	3,250,000	$0.067	$0.050	Restricted	Yes
May 6, 2013	Consid. for Serv.	n/a	n/a	6,493,000	n/a	$0.020	Restricted	Yes
Jan 2013	Consid. for Serv.	n/a	n/a	12,500,000	n/a	$0.020	Restricted	Yes
Aug 26, 2013	Rule 504	Florida	45,000,000	500,000	$0.067	$0.050	Restricted	Yes
Sept 30, 2013	Consid. for Serv.	n/a	n/a	31,300,000	n/a	$0.020	Restricted	Yes
Oct 1, 2013	Note Conversion	n/a	n/a	3,750,000	n/a	$0.040	Restricted	Yes
Oct 11, 2013	Rule 504	Florida	45,000,000	4,000,000	$0.067	$0.050	Restricted	Yes
Oct 31, 2013	Note Conversion	n/a	n/a	30,000,000	n/a	$0.050	Restricted	Yes
Dec 19, 2013	Rule 504	Florida	45,000,000	500,000	$0.067	$0.050	Restricted	Yes
Dec 31, 2013	Note Conversion	n/a	n/a	10,000,000	n/a	$0.040	Restricted	Yes
Dec 31, 2013	Note Conversion	n/a	n/a	2,100,000	n/a	$0.050	Restricted	Yes
Sept 30, 2014	Emp. Stock Grant	n/a	n/a	117,500,000	n/a	$0.025	Restricted	Yes

5) Financial Statements

The Company posted its Financial Statements and Footnotes for the period ending September 30, 2014 to the OTC Dislcosure & News Service on November 17, 2014. This posting included:

A. Balance sheet;
B. Statement of income;
C. Statement of cash flows; and

D. Financial notes

6) Describe the Issuer's Business, Products and Services

Describe the issuer's business so a potential investor can clearly understand the company. In answering this item, please include the following:

A. a description of the issuer's business operations;

The Company is a diversified media, Internet and marketing company. The organization's focus is on high value segments; secure premium domain names, implementation of platforms and solutions, deployment of multi-channel marketing programs, optimization of return on investments and increases in a customer's lifetime value by leveraging customer data across the portfolio of properties. This is accomplished through a comprehensive set of proprietary processes, based on the extensive experience of our management team.

The Company offers intelligent and cost-effective solutions for increasing product sales. By leveraging its ownership of over 1,600 keyword rich domains, the Company collects consumer-buying data in product categories that attract high volumes of visitors. The Company then develops and executes thoughtfully planned direct-response marketing campaigns that turn that data into multiple and repeat sales.

The Company generates revenue primarily through Business to Consumers e-commerce sales, lead generation and subscription products. This is achieved on both our wholly owned and operated websites, as well as through joint ventures and partnerships.

B. Date and State (or Jurisdiction) of Incorporation:

October 12, 2000, State of Florida

C. the issuer's primary and secondary SIC Codes;

Primary Code: 7380, there is no Secondary Code

D. the issuer's fiscal year end date;

December 31

E. principal products or services, and their markets;

Media, Internet and marketing services. The market focus is high value segments.

7) Describe the Issuer's Facilities

The goal of this section is to provide a potential investor with a clear understanding of all assets, properties or facilities owned, used or leased by the issuer.

In responding to this item, please clearly describe the assets, properties or facilities of the issuer, give the location of the principal plants and other property of the issuer and describe the condition of the properties. If the issuer does not have complete ownership or control of the property (for example, if others also own the property or if there is a mortgage on the property), describe the limitations on the ownership.

If the issuer leases any assets, properties or facilities, clearly describe them as above and the terms of their leases.

The company does not own any properties or facilities. It leases office space for its operations.

8) Officers, Directors, and Control Persons

The goal of this section is to provide an investor with a clear understanding of the identity of all the persons or entities that are involved in managing, controlling or advising the operations, business development and disclosure of the issuer, as well as the identity of any significant shareholders.

A. Names of Officers, Directors, and Control Persons. In responding to this item, please provide the names of each of the issuer's executive officers, directors, general partners and control persons (control persons are beneficial owners of more than five percent (5%) of any class of the issuer's equity securities), as of the date of this information statement.

Our directors and officers are as follows:

Michael Hlavsa:	Chief Operating Officer, Chief Financial Officer, Director
Stephen D. Hove:	Director, President, Secretary
Michael E. Lewis	Director, Vice President of Business Development
David S. Oliver:	Director
Michael Huyghue	Director
Michael Zapolin	Director

Control persons:

Name of Beneficial Owner (1)	Number of Shares	Percentage Ownership (2)
Michael E. Lewis (3)	83,836,000	17.13%
Stephen D. Hove (4)	60,000,000	12.26%
Richard Soloman	30,910,714	6.31%
Sean Marra (5)	37,500,000	7.66%
Eric Miret (6)	37,500,000	7.66%
Travis Roberts	37,500,000	7.66%

(1) Each of these persons may be contacted c/o the Issuer, 1485 International Parkway, Suite 1001, Heathrow, Florida 32746.
(2) Percentage ownership is based upon 489,495,822 of issued and outstanding Common Stock as of the date hereof.
(3) All of these shares are owned by AMLS Holdings, Inc. which is owned by Amy Lewis who is the wife of our director, Michael Lewis. Therefore, Mr. Lewis is deemed the beneficial owner of these shares.
(4) All of these shares are owned by Great Wide Open, LLC and HFP Holdings, Inc, companies owned by our director, Stephen D. Hove. Therefore, Mr. Hove is the beneficial owner of these shares.
(5) All of these shares are owned by Vintage Vapors, LLC which is owned or controlled by Sean Marra.
(6) All of these shares are owned by Emiret Holdings, LLC which is owned or controlled by Eric Miret

B. Legal/Disciplinary History. Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

None

2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

   None

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

   None

4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

   None

C. Beneficial Shareholders. Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

   None other than disclosed above.

9) Third Party Providers

Please provide the name, address, telephone number, and email address of each of the following outside providers that advise your company on matters relating to operations, business development and disclosure:

Legal Counsel
Eric P. Littman, P.A.
7695 S.W. 104th Street
Suite 210
Miami, FL 33156
Tel: (305) 663-3333
Fax: (305) 668-0003
Email: elittman@aol.com

Accountant or Auditor (Engaged but has not performed any audits or reviews on financial statements filed to date)
MaloneBailey, LLP
9801 Westheimer Road, Suite 1100
Houston, TX 77042
Tel: 713-343-4219
Email: jnorris@malone-bailey.com

Investor Relations Consultant
None

Other Advisor: Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement.
None

10) Issuer Certification

The issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other persons with different titles, but having the same responsibilities).

The certifications shall follow the format below:

I, Stephen Hove certify that:

1. I have reviewed this quarterly disclosure statement of Cognitiv, Inc.;

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

November 17, 2014

/s/ Stephen Hove

President