

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bio-Engineered Supplements & Nutrition, Inc.		08/08/2007	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Bio-Engineered Supplements & Nutrition, Inc.
Street Address:	5901 Broken Sound Parkway NW
Internal Address:	6th Floor
City:	Boca Raton
State/Country:	FLORIDA
Postal Code:	33487
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	3218029	CELLMASS
Registration Number:	3222669	NITRIX
Registration Number:	3222670	ENDORUSH
Registration Number:	3222673	TRUE-MASS
Registration Number:	3222682	FINISH FIRST
Registration Number:	3222684	ENERGIZE YOUR CORE
Registration Number:	3222696	LIVE FOR THE PUMP!
Registration Number:	3227620	BSN FINISH FIRST.
Serial Number:	78893863	ATRO-PHEX
Serial Number:	78893941	BSN SUPPLEMENT PYRAMID
Serial Number:	78893961	BODY & STYLE
Serial Number:	78894166	ONCE YOU TRY IT, YOU WILL NEVER TRAIN WITHOUT IT!
Serial Number:	78894188	THE MASS STACK

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Serial Number:	78894197	THE FIT STACK
Serial Number:	78894228	THE PERFORMANCE STACK
Serial Number:	77002771	(R) (P) (M) (W) (N)
Serial Number:	77002789	BSN SUPPLEMENT PYRAMID (N) NUTRITIONAL SUPPOR (W) WEIGHT MANAGEMENT (R) RECOVERY SUPPORT (M) MUSCLE SUPPORT (H) (R) (P) (M) (W)
Serial Number:	77073004	TRAIN LIKE A FREAK
Serial Number:	77073645	TLF
Serial Number:	77147262	YOUR ULTIMATE PHYSIQUE & PERFORMANCE GATEWAY
Serial Number:	77148230	NCGCR
Serial Number:	77187628	BSN
Serial Number:	77211254	ENERGY & PERFORMANCE RUSH
Serial Number:	78894214	THE ELITE PHYSIQUE STACK

CORRESPONDENCE DATA

Fax Number: (312)223-1515

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 312-466-1033

Email: trademark@aminhallihan.com

Correspondent Name: Rakesh M. Amin

Address Line 1: 217 North Jefferson Street

Address Line 2: Suite 100

Address Line 4: Chicago, ILLINOIS 60661

NAME OF SUBMITTER:	Rakesh M. Amin
Signature:	/Rakesh M. Amin/
Date:	08/14/2007

Total Attachments: 6

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ASSIGNMENT OF TRADEMARK & TRADE NAME

WHEREAS, Bio-Engineered Supplements and Nutrition, Inc., a Florida corporation, with its principal place of business located at 5901 Broken Sound Parkway NW, 6th Floor, Boca Raton, FL 33487 (hereinafter referred to as "Assignor") has used the trademarks listed in Schedule A, (hereinafter referred to as "the said marks") registered and/or applied for in the United States Patent and Trademark Office; and

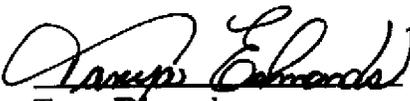
WHEREAS, Bio-Engineered Supplements and Nutrition, Inc., a Delaware Corporation, with its principal place of business located at 5901 Broken Sound Parkway NW, 6th Floor, Boca Raton, FL 33487 (hereinafter referred to as "Assignee"), is desirous of acquiring any and all rights that Assignor may have in and to the said marks and the registrations therefore, together with the goodwill of the business in connection with which the said marks are used and which is symbolized by the said marks, along with the right to recover for damages and profits for past infringements thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby irrevocably assign unto Assignee all right, title and interest in and to the said marks and the registrations therefore for the United States and throughout the world together with the goodwill of the business in connection with which the said marks are used and which is symbolized by the said marks, along with the right to recover for damages and profits for past infringements thereof;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the said marks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

IN WITNESS WHEREOF, the Assignor has executed this Agreement effective as of the date and year written below.

ASSIGNOR

By: 
Tanya Edmonds

Title: VP Corporate Counsel & Secretary

Date: 08/08/07

SCHEDULE A
REGISTRATIONS

Mark: **CELLMASS**
Serial Number: 78/893,795
Registration Number: 3,218,029
Registration Date: 13 March 2007

Mark: **NITRIX**
Serial Number: 78/893,762
Registration Number: 3,222,669
Registration Date: 27 March 2007

Mark: **ENDORUSH**
Serial Number: 78/893,814
Registration Number: 3,222,670
Registration Date: 27 March 2007

Mark: **TRUE-MASS**
Serial Number: 78/893,842
Registration Number: 3,222,673
Registration Date: 27 March 2007

Mark: **FINISH FIRST**
Serial Number: 78/894,087
Registration Number: 3,222,682
Registration Date: 27 March 2007

Mark: **ENERGIZE YOUR CORE**

Serial Number: 78/894,122

Registration Number: 3,222,684

Registration Date: 27 March 2007

Mark: **LIVE FOR THE PUMP!**

Serial Number: 78/894,489

Registration Number: 3,222,696

Registration Date: 27 March 2007

APPLICATIONS

Mark: **BSN FINISH FIRST (w/design)**

Serial Number: 78/893,980

Registration Number: 3,227,620

Registration Date: 10 April 2007

Mark: **ATRO-PHEX**

Serial Number: 78/893,863

Filing Date: 26 May 2006

Mark: **BSN SUPPLEMENT PYRAMID**

Serial Number: 78/893,941

Filing Date: 26 May 2006

Mark: **BODY & STYLE**

Serial Number: 78/893,961

Filing Date: 26 May 2006

Mark: ONCE YOU TRY IT, YOU WILL NEVER TRAIN WITHOUT IT!

Serial Number: 78/894,166

Filing Date: 26 May 2006

Mark: THE MASS STACK

Serial Number: 78/894,188

Filing Date: 26 May 2006

Mark: THE FIT STACK

Serial Number: 78/894,197

Filing Date: 26 May 2006

Mark: THE ELITE PHYSIQUE STACK

Serial Number: 78/894,214

Filing Date: 26 May 2006

Mark: THE PERFORMANCE STACK

Serial Number: 78/894,228

Filing Date: 26 May 2006

Mark: (H) (R) (P) (M) (W) (N) (w/design)

Serial Number: 77/002,771

Filing Date: 19 September 2006

Mark: BSN SUPPLEMENT PYRAMID (w/ design)

Serial Number: 77/002,789

Filing Date: 19 September 2006

Mark: **TRAIN LIKE A FREAK**

Serial Number: 77/073,004

Filing Date: 28 December 2006

Mark: **TLF**

Serial Number: 77/073,645

Filing Date: 29 December 2006

Mark: **YOUR ULTIMATE PHYSIQUE & PERFORMANCE GATEWAY**

Serial Number: 77/147,262

Filing Date: 03 April 2007

Mark: **NCGCR**

Serial Number: 77/148,230

Filing Date: 04 April 2007

Mark: **BSN (w/ design)**

Serial Number: 77/187,628

Filing Date: 22 May 2007

Mark: **ENERGY & PERFORMANCE RUSH**

Serial Number: 77/211,254

Filing Date: 20 June 2007

TRADE NAMES

Mark: **AXIS-HT**

Mark: **CHEATERS**

Mark: **LDP**

Mark: N.O.-XPLODE

Mark: SYNTHA-6

Mark: THERMONEX