

## 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
TKE, Inc.		05/14/2008	CORPORATION: MISSISSIPPI
RECEIVING PARTY DATA			
Name:	CytoSport, Inc.		
Street Address:	4795 Industrial Way		
City:	Benicia		
State/Country:	CALIFORNIA		
Postal Code:	94510		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2904119	MONSTER FOOD	
CORRESPONDENCE DATA			
Fax Number:	(801)566-0750		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	801-566-6633		
Email:	howlett@tnw.com		
Correspondent Name:	Thorpe North and Western LLP		
Address Line 1:	P.O. Box 1219		
Address Line 4:	Sandy, UTAH 84091-1219		
ATTORNEY DOCKET NUMBER:	01098-32806.TM		
NAME OF SUBMITTER:	Jed H. Hansen		
Signature:	/Jed H. Hansen/		
Date:	05/19/2008		

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TRADEMARK  
REEL: 003779 FRAME: 0682

Total Attachments: 2  
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## SERVICE MARK AND TRADEMARK ASSIGNMENT

WHEREAS, TKE, Inc. a corporation duly organized and existing under the laws of the State of Mississippi, having a principal business office at 410 Cardinal Dr., Corinth, Mississippi, 38834, (hereinafter "ASSIGNOR"), is the owner of all right, title, and interest in and to the trademark **MONSTER FOOD** (hereinafter referred to as the "Mark") which is registered with the U.S. Patent and Trademark Office having U.S. Registration No. 2,904,119 (hereinafter referred to as the "registration"); and

WHEREAS, CytoSport, Inc., (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of California, having a principal business office at 4795 Industrial Way, Benicia, California, 94510, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified registration:

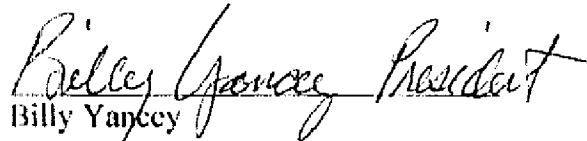
NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified registration, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 14 day of May, 2008.

TKE, Inc.

  
Billy Yancey  
President