

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
Michael Casey		09/01/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Fitness Brands, Inc.		
Street Address:	3400 Ranch Road 620 South		
Internal Address:	Unit 12101		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78738		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77161732	LOSE YOUR LOVE HANDLES	
CORRESPONDENCE DATA			
Fax Number:	(703)683-8396		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-548-6284		
Email:	gbennett@nathlaw.com, dstarr@nathlaw.com		
Correspondent Name:	Gary M. Nath		
Address Line 1:	112 S. West Street		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	90869		
NAME OF SUBMITTER:	Gary M. Nath and Gregory G. Bennett		
Signature:	/Gary M. Nath and Gregory G. Bennett/		
Date:	02/04/2009		

OP \$40.00 77161732

Total Attachments: 1
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ASSIGNMENT

WHEREAS, Michael Casey ("Assignor"), a citizen of California, whose business address is 125 Tahquitz Canyon, Suite 203, Palm Springs, CA 92262, is the owner of the mark "LOSE YOUR LOVE HANDLES" ("Mark"), and has a *bona fide* intent to use the Mark in commerce in the United States in connection with providing exercise equipment, namely, abdominal exercise machines; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Mark in commerce in the United States in connection with the goods set forth hereinabove, said application having been filed on April 20, 2007, and having been assigned application no. 77/161,732; and

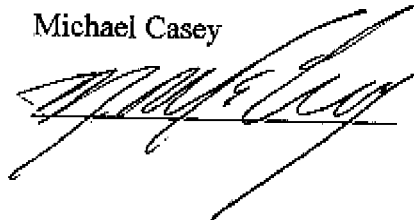
WHEREAS, Fitness Brands, Inc. ("Assignee"), a corporation organized and existing under the laws of the State of Nevada, whose business address is 3400 Ranch Road 620 South, Unit 12101, Austin, TX 78738, is the successor to the ongoing and existing business of the Assignor to which the Mark pertains; and

WHEREAS, Assignee is desirous of acquiring said Mark and the pending application therefor;

NOW, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does sell, assign, and transfer unto Assignee all right, title and interest in and to said Mark, and the pending application therefor, together with that portion of Assignor's business in connection with which he has a *bona fide* intent to use the Mark in commerce in the United States.

Michael Casey

By:



Dated effective as of:

9/1/08

OK DS