

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
Johann B. Verheem		08/11/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Fitness IQ, LLC		
Street Address:	2387 La Mirada Drive		
City:	Vista		
State/Country:	CALIFORNIA		
Postal Code:	92081		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77396099	SHAKE WEIGHT	
Registration Number:	3581776	TOTAL CORE	
CORRESPONDENCE DATA			
Fax Number:	(858)792-8946		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-792-8211		
Email:	gtursunbek@nathlaw.com		
Correspondent Name:	Laurie A. Axford		
Address Line 1:	2794 Gateway Road		
Address Line 4:	Carlsbad, CALIFORNIA 92009		
ATTORNEY DOCKET NUMBER:	93173G		
NAME OF SUBMITTER:	Laurie A. Axford and Gulnaz Tursunbek		
Signature:	/ Laurie A. Axford and Gulnaz Tursunbek/		
Date:	08/14/2009		

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Total Attachments: 2

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ASSIGNMENT

WHEREAS, Johann Verheem ("Assignor"), a citizen of the United States, whose personal address is 3021 Camino Serbal, Carlsbad, California 92009, is the owner of the trademarks "TOTAL CORE" and "SHAKE WEIGHT", and the applications and registrations therefor, referenced in Schedule "A" attached hereto ("Marks");

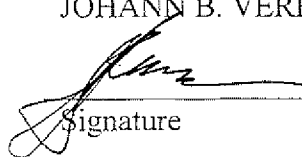
WHEREAS, Fitness IQ, LLC ("Assignee"), a Delaware limited liability company whose business address is 2387 La Mirada Drive, Vista, California 92081, is desirous of acquiring said Marks, the applications and registrations therefor, and the good will of the business symbolized by the Marks.

NOW, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said Marks, together with the good will of the business symbolized by the Marks, and the applications and registrations therefor.

JOHANN B. VERHEEM

August 11, 2009

Date


Signature

SCHEDULE "A"

TRADEMARKS	U.S. PTO Registration/ Application Numbers	U.S. Registration / Filing Dates	International Application U.S. PTO Reference Number	International Application Filing Date	Designated Countries
TOTAL CORE	3,581,776	February 24, 2009	A0016660	July 23, 2009	1.Australia 2.European Community 3.China 4.Japan 5. Korea
SHAKE WEIGHT	77/396,099	February 13, 2008	A0016799	August 4, 2009	1.Australia 2.European Community 3.China 4.Japan 5. Korea