

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Rodeo Equities Inc.		10/01/2008	CORPORATION: CANADA

**RECEIVING PARTY DATA**

Name:	517255 B.C. Ltd.
Street Address:	11450 - 201A Street, Maple Ridge
City:	British Columbia
State/Country:	CANADA
Postal Code:	V2X 0Y4
Entity Type:	CORPORATION: CANADA

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Serial Number:	78837166	4 EVER FIT
Serial Number:	78837003	C4 3

**CORRESPONDENCE DATA**

Fax Number: (612)604-6800  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (612) 604-6718  
 Email: molsen@winthrop.com, trademark@winthrop.com  
 Correspondent Name: Michael T. Olsen  
 Address Line 1: 225 South Sixth Street  
 Address Line 2: Suite 3500  
 Address Line 4: Minneapolis, MINNESOTA 55402

**DOMESTIC REPRESENTATIVE**

Name: Michael T. Olsen  
 Address Line 1: 225 South Sixth Street  
 Address Line 2: Suite 3500

OP \$65.00 78837166

Address Line 4: Minneapolis, MINNESOTA 55402

NAME OF SUBMITTER:

Michael T. Olsen

Signature:

/MTO/

Date:

11/09/2009

Total Attachments: 2

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ASSIGNMENT OF TRADE-MARK

~~WHEREAS RODEO EQUITIES INC. ("Assignor") has agreed to transfer to~~  
517255 B.C. LTD. ("Assignee"), the Assignor's trade-marks hereto attached as  
Schedule "A", and all goodwill and reputation attached thereto and all rights in any  
matured cause of action related thereto in the United States, Canada and throughout  
the World (all of which is hereinafter called the "Trade-marks"); and

WHEREAS Assignee, is desirous of acquiring all right, title and interest in and to  
the said Trade-marks, all goodwill and reputation attached thereto and all rights in any  
matured cause of action related thereto;

NOW THEREFORE in consideration of the terms of an Agreement between the  
Assignor and the Assignee, and other good and valuable consideration, the receipt and  
sufficiency of which is hereby acknowledged, Assignor, hereby sells, assigns, transfers  
and sets over unto the said Assignee, the entire and exclusive right, title and interest in  
and to said Trade-marks, including all goodwill and reputation attached or related  
thereto and any matured cause of action related to said Trade-marks.

EXECUTED in the Province of British Columbia, effective as of October 1, 2008

RODEO EQUITIES INC.

Per:

  
Authorized Signatory

517255 B.C. LTD.

Per:

  
Authorized Signatory

Schedule "A"

Canadian Trade-marks

	Mark	Registration No.	Application No.	Registration Date	Renewal Date
1.	4 Ever	TMA615,249	1,135,535	July 20, 2004	July 20, 2019
2.	4 Ever Fit	Not Registered			
3.	C4 3	TMA693,454	1,293,358	August 3, 2007	August 3, 2022
4.	D-Drol		1,385,499		
5.	Fruit Blast	TMA662,188	1,226,702	April 5, 2006	April 5, 2021

United States of America Trade-marks

	Mark	Registration No.	Registration Date	Serial No.	Filing Date
1.	4 Ever Fit	3,565,979	January 20, 2009	78837166	March 6, 2006
2.	C4 3	Not registered	N/A	78837003	March 14, 2006

~~Assignment of Trade-mark Rodeo- October 29 2009 (4).DOC Assignment of Trade-mark Rodeo- October 29 2009 (4).DOC 1542681-1.DOC~~