

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

| SUBMISSION TYPE:  | NEW ASSIGNMENT                               |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
|---|--|------------------------|-------------------------------------|----------------------|----------------|------------------------|------------|---------------------------|--------------------------|--|------------|-------------------------------------|--|
| NATURE OF CONVEYANCE:   | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| <b>CONVEYING PARTY DATA</b>   |  |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Manoj Bhargava</td> <td></td> <td>07/07/2010</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> <tr> <td>Innovation Ventures, LLC</td> <td></td> <td>07/07/2010</td> <td>LIMITED LIABILITY COMPANY: MICHIGAN</td> </tr> </tbody> </table> | Name   | Formerly               | Execution Date                      | Entity Type          | Manoj Bhargava |                        | 07/07/2010 | INDIVIDUAL: UNITED STATES | Innovation Ventures, LLC |  | 07/07/2010 | LIMITED LIABILITY COMPANY: MICHIGAN |  |
| Name  | Formerly                                     | Execution Date         | Entity Type                         |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Manoj Bhargava  |  | 07/07/2010             | INDIVIDUAL: UNITED STATES           |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Innovation Ventures, LLC  |  | 07/07/2010             | LIMITED LIABILITY COMPANY: MICHIGAN |                      |                |                        |            |                           |                          |  |            |                                     |  |
| <b>RECEIVING PARTY DATA</b>   |  |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Name:   | Chaser Supplements, LLC                      |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Street Address:   | 450 West Fourth Street                       |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| City:   | Royal Oak                                    |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| State/Country:  | MICHIGAN                                     |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Postal Code:  | 48067  |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Entity Type:  | LIMITED LIABILITY COMPANY: MICHIGAN          |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>2711884</td> <td>FREEDOM FROM HANGOVERS</td> </tr> </tbody> </table>  | Property Type                                | Number                 | Word Mark                           | Registration Number: | 2711884        | FREEDOM FROM HANGOVERS |            |                           |                          |  |            |                                     |  |
| Property Type   | Number                                       | Word Mark              |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Registration Number:  | 2711884                                      | FREEDOM FROM HANGOVERS |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| <b>CORRESPONDENCE DATA</b>  |  |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Fax Number:   | (248)536-1848                                |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>  |  |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Phone:  | 2485360795                                   |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Email:  | aquinn@oaklandlawgroup.com                   |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Correspondent Name:   | Adrienne Quinn                               |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Address Line 1:   | 38955 Hills Tech Drive                       |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Address Line 4:   | Farmington Hills, MICHIGAN 48331             |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| ATTORNEY DOCKET NUMBER:   | 0914.2017                                    |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| NAME OF SUBMITTER:  | Adrienne Quinn                               |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |
| Signature:  | /Adrienne Quinn/                             |                        |                                     |                      |                |                        |            |                           |                          |  |            |                                     |  |

OP \$40.00 2711884

**900167173**

**TRADEMARK  
 REEL: 004244 FRAME: 0500**

Date:

07/16/2010

Total Attachments: 1

source=TM - MB, IV and Chaser Supplements - 7.7.2010#page1.tif

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT made as of July 7, 2010 by and among Manoj Bhargava and Innovation Ventures, LLC, a Michigan Limited Liability Company with an address at 38955 Hills Tech Drive, Farmington Hills, Michigan 48331 (collectively, the "Assignors") and Chaser Supplements, LLC, a Michigan Limited Liability Company with a registered office at 450 West Fourth Street, Royal Oak, Michigan 48067 (the "Assignee").

Assignors own all right, title and interest to U.S. Trademark Registration Number 2,711,884, registered on April 29, 2003 for the FREEDOM FROM HANGOVERS mark.

Assignors wish to assign all right, title and interest to the aforesaid trademark to Assignee and hereby grant Assignee the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office or the appropriate national or regional authority in each foreign country to issue for recordation of this document.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors do hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the aforesaid trademark, together with any and all good will of the business symbolized by the aforesaid trademark and any and all U.S. and foreign applications and/or registrations therefor, and the right (but not the obligation) to assert the aforesaid trademark and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

By: Manoj Bhargava and  
 Manoj Bhargava

Scott Henderson  
 Innovation Ventures, LLC  
 Name: Scott Henderson  
 Title: President

**ACKNOWLEDGMENT**

STATE OF Michigan }  
 } ss:  
 COUNTY Oakland }

Acknowledged before me, a Notary Public, within and for said County and State. Witness my hand and Notarial Seal this 7<sup>th</sup> day of July, 2010.



Elizabeth Dwan  
 Notary Public  
Elizabeth Dwan  
 Printed Name