

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
TRUE BALANCE, LLC			10/21/2010
		Entity Type	
		LIMITED LIABILITY COMPANY: SOUTH DAKOTA	
RECEIVING PARTY DATA			
Name:		True Balance Athletics, LLC	
Street Address:		1710 Saddlebrook Drive	
City:		Rogers	
State/Country:		ARKANSAS	
Postal Code:		72758	
Entity Type:		LIMITED LIABILITY COMPANY: ARKANSAS	
PROPERTY NUMBERS Total: 1			
Property Type		Number	Word Mark
Registration Number:		3781496	SKIN STRONG
CORRESPONDENCE DATA			
Fax Number:		(713)871-0641	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		713-871-0958	
Email:		eking@kinglaw.net	
Correspondent Name:		Elizabeth W. King	
Address Line 1:		5622 Inwood Drive	
Address Line 4:		Houston, TEXAS 77056	
NAME OF SUBMITTER:		Elizabeth W. King	
Signature:		/ewk/	
Date:		10/26/2010	
Total Attachments: 1			

OP \$40.00 3781496

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**TRADEMARK
 REEL: 004304 FRAME: 0217**

TRADEMARK ASSIGNMENT

WHEREAS, True Balance LLC, a limited liability company of South Dakota, with its principle place of business at 1710 Saddlebrook Dr., Rogers, Arkansas (“Assignor”), has adopted, owns and is using the trademark SKIN STRONG (the “Mark”) in connection for the following goods: skin lotions and lubricants in International Class 003; and

WHEREAS, Assignor owns a federal registration at the United States Patent and Trademark Office in connection with the goods identified therein, U.S. Registration No. 3, 781, 496 registered on April 27, 2010 (the “Federal Registration”); and

WHEREAS, True Balance Athletics, LLC an Arkansas limited liability company, with its principal place of business at 1710 Saddlebrook Dr., Rogers, Arkansas (“Assignee”), desires to acquire the Mark and Federal Registration;

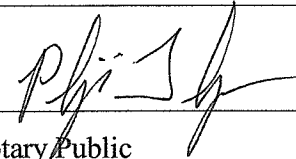
NOW, THEREFORE, for good and valuable consideration, the receipts and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the Federal Registration, together with the goodwill of the business symbolized by the Mark, and Federal Registration thereof.



John P. Owen
President and CEO
True Balance, LLC

Dated effective as of: 10/21/10

SUBSCRIBED and SWORN to before me this 21st of
October, 2010.



Notary Public

My commission expires on 6/16/19

