

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Supplement Services, LLC		12/22/2010	LIMITED LIABILITY COMPANY: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Maximum Human Performance, LLC		
<b>Street Address:</b>	21 Dwight Place		
<b>City:</b>	Fairfield		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07004		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3528662	ARIMATEST	
Registration Number:	3843379	ENGORGE	
Registration Number:	3687399	ENOXIDE	
Registration Number:	3544940	HEXAGHEN	
Registration Number:	3536481	METHYLBURN	
Registration Number:	3684140	QUICKTEK	
Registration Number:	3544974	XERO LIMITS	
Registration Number:	3588766	THE SCIENCE OF BODYBUILDING	
Serial Number:	85017386	CARNIVOR SUPER BEEF	
Serial Number:	77941492	H.U.G.E. MASS	
Serial Number:	85157409	AMINO DECANATE	
Serial Number:	85157415	DECADRIVE	
Serial Number:	85161261	MUSCLEMEDS	
Serial Number:	85107244	OMNIVOR	

OP \$365.00 3528662

**TRADEMARK**

CORRESPONDENCE DATA

Fax Number: (212)754-0330  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: (212) 907-7300  
Email: rsilverman@golenbock.com  
Correspondent Name: Robin E. Silverman  
Address Line 1: 437 Madison Avenue  
Address Line 2: Golenbock Eiseman Assor Bell & Peskoe  
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Robin E. Silverman
Signature:	/Robin E. Silverman/
Date:	01/03/2011

Total Attachments: 5  
source=supplement services tm assign agmnt executed#page1.tif  
source=supplement services tm assign agmnt executed#page2.tif  
source=supplement services tm assign agmnt executed#page3.tif  
source=supplement services tm assign agmnt executed#page4.tif  
source=supplement services tm assign agmnt executed#page5.tif

SUPPLEMENT SERVICES, LLC  
TRADEMARK ASSIGNMENT

SUPPLEMENT SERVICES, LLC, a New Jersey limited liability company, also known as MuscleMeds, Xero Limits, Sera Pharma and MHP Nutraceuticals ("Assignor"), with an address at 21 Dwight Place, Fairfield, New Jersey 07004, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, irrevocably assigns, transfers and conveys, effective as of December 22, 2010 (the "Effective Date"), free and clear of all liens and encumbrances, unto MAXIMUM HUMAN PERFORMANCE, LLC, a Delaware limited liability company ("Assignee"), its successors and assigns, all right, title and interest, whether now known or hereafter created, throughout the universe, in perpetuity, in and to any and all of the trademarks, service marks, slogans, trade dress, logos, devices, insignias and trade names (along with any and all proprietary or other rights in any or all of such trademarks, service marks trade names) in which Assignor possesses any rights and/or ownership interests as of the Effective Date, together with all goodwill symbolized by any and all of such trademarks, service marks and trade names and/or attendant thereto, together with any and all applications, registrations, renewals and extensions thereof (collectively, the "Trademarks"), along, in each case, to the full extent permitted by law, with any and all claims for past infringement, and the right to initiate suit and obtain damages and attorneys' fees and other forms of relief, both legal and equitable, arising from infringement, misappropriation or other violation of any of the Trademarks or of any proprietary or other rights in or with respect to any of the Trademarks, whether prior to or subsequent to the Effective Date. The Trademarks include, without limitation, those Trademarks as to which a trademark registration has been issued by, or an application for a trademark registration therefor has been filed with, the United States Patent and Trademark Office in the name of or on behalf of any of Assignors, including but not limited to those referred to on Schedule A annexed hereto and incorporated herein by reference.

TO HAVE AND TO HOLD the aforementioned properties, assets and rights unto Assignee, its successors and assigns, to and for its use forever.


Assignor shall promptly, upon the request of Assignee and/or any of its successors and assigns, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee and/or its successors and assigns may request to permit Assignee or any of its successors or assigns to record the assignment covered by this Assignment or any other documents, all as Assignee, or any of its successors or assigns, may reasonably deem necessary, appropriate or desirable to evidence or effectuate the terms or intent of this Assignment. Without limiting the foregoing, Assignor hereby irrevocably appoints Assignee and each of Assignee's successors and assigns, and each of the officers of any of them, signing singly, as attorney-in-fact with full power (and coupled with an interest), with full power of substitution, to be the true and lawful attorney of Assignor, in the name, place and stead of Assignor, to execute, acknowledge, deliver, file and record any and all documents (including but not limited to any instrument(s) of assignment, transfer and/or conveyance), and to take all other actions, in each case which Assignee and/or its successors and assigns may reasonably deem necessary or appropriate to evidence or effectuate the assignment, transfer and/or conveyance to Assignee and/or its

successors and assigns of the rights, licenses, privileges and properties to be assigned, transferred and/or conveyed hereunder, the exercise any and all rights in and to such rights, licenses, privileges and properties, and all other intents evidenced hereby.

*[Remainder of page intentionally left blank; Signatures on Following Pages]*

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of December 22, 2010.


SUPPLEMENT SERVICES, LLC,  
a New Jersey limited liability company,  
also known as MuscleMeds, Xero Limits, Sera  
Pharma and MHP Nutraceuticals

By:   
Name: Gerard Dente III  
Title: ~~President~~ *Operating Manager*

ACKNOWLEDGEMENT

State of NS )  
County of Morris ) ss:

On the 20 day of December, in the year 2010, before me, the undersigned, personally appeared Gerard Dente III personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

  
Notary Public Marc Yukin  
Attorney At Law  
State of New Jersey

(Signature Page to Supplement Services Trademark Assignment Agreement)

MAXIMUM HUMAN PERFORMANCE, LLC,  
a Delaware limited liability company

By: Paul Lattanzio  
Name: PAUL LATTANZIO  
Title: PRESIDENT

A C K N O W L E D G E M E N T

State of New York )  
   ) ss:  
County of New York )

On the 16<sup>th</sup> day of December, in the year 2010, before me, the undersigned, personally appeared PAUL LATTANZIO personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her official capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Rosa Balestrino  
Notary Public

ROSA BALESTRINO  
Notary Public State of New York  
No. 02BA6110093  
Qualified in New York County  
Commission Expires May 24, 2012

*(Signature Page to Supplement Services Trademark Assignment Agreement)*

**TRADEMARK  
REEL: 004445 FRAME: 0689**

**SCHEDULE A**  
**SUPPLEMENT SERVICES, LLC**

TRADEMARK	SERIAL/REGISTRATION NUMBER	DATE FILED/ REGISTERED
CARNIVOR SUPER BEEF	85/017386	4/19/10
ARIMATEST	3,528,662	11/4/08
ENGORGE	3,843,379	8/31/10
ENOXIDE	3,687,399	9/22/09
HEXAGHEN	3,544,940	12/9/08
METHYLBURN	3,536,481	11/25/08
OMINIVOR	85/107244	8/13/10
QUICKTEK	3,684,140	9/15/09
HUGE MASS	77/941492	2/22/10
XERO LIMITS	3,544,974	12/9/08
THE SCIENCE OF BODYBUILDING	3,588,766	3/10/09
AMINO DECANATE	85/157409	10/21/10
DECADRIVE	85/157415	10/21/10
MUSCLEMEDS	85/161261	10/26/10