

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
Ben Weider		02/28/2011	INDIVIDUAL: CANADA

RECEIVING PARTY DATA

Name:	Weider Health and Fitness
Street Address:	21100 Erwin Street
City:	Woodland Hills
State/Country:	CALIFORNIA
Postal Code:	91367
Entity Type:	CORPORATION: NEVADA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	77552000	FIGURE OLYMPIA
Serial Number:	77552001	FIGURE OLYMPIA
Serial Number:	77551998	FITNESS OLYMPIA
Serial Number:	77551999	FITNESS OLYMPIA
Serial Number:	77551993	MR. OLYMPIA
Serial Number:	77551991	MR. OLYMPIA
Serial Number:	77551995	MS. OLYMPIA
Serial Number:	77551997	MS. OLYMPIA
Serial Number:	77552003	OLYMPIA WEEKEND
Serial Number:	77552002	OLYMPIA WEEKEND

CORRESPONDENCE DATA

Fax Number: (310)820-5988
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 310-207-3800

900186424

**TRADEMARK
 REEL: 004496 FRAME: 0934**

CH \$265.00 77552000

Email: janet_gass@bstz.com, tm_filings@bstz.com
Correspondent Name: Norman Zafman, Esq.
Address Line 1: 12400 Wilshire Boulevard
Address Line 2: Suite 700
Address Line 4: Los Angeles, CALIFORNIA 90025-1040

ATTORNEY DOCKET NUMBER:	92820.G054
NAME OF SUBMITTER:	Norman Zafman, Esq.
Signature:	/Norman Zafman/
Date:	03/11/2011
Total Attachments: 3 source=OLYMPIAassign#page1.tif source=OLYMPIAassign#page2.tif source=OLYMPIAassign#page3.tif	

ASSIGNMENT OF TRADEMARKS

AND

THE UNITED STATES APPLICATIONS FOR REGISTRATIONS THEREOF

WITNESSETH

WHEREAS, on August 20, 2008, Ben Weider, now deceased, was a citizen of Canada and the President and controlling shareholder of MLE Holdings Company Limited (hereinafter "MLE Holdings"), a corporation existing under the laws of the province of Nova Scotia, Canada; and

WHEREAS, on August 20, 2008, Weider Health and Fitness, a corporation existing under the laws of the State of Nevada, and having a principal place of business at 21100 Erwin Street, Woodland Hills CA 91367 (hereinafter "Assignee") was, and still is, a subsidiary of MLE Holdings; and

WHEREAS, on August 20, 2008, Ben Weider filed the United States applications for registrations of the marks identified and shown in Exhibit A attached hereto and, by the foregoing reference, incorporated into and made a part hereof (hereinafter the "Applications" and the "Marks," respectively); and

WHEREAS, while Ben Weider was named as applicant in each of the Applications, he was, in fact, acting as a nominee with respect to the Marks and the Applications for the benefit of Assignee; and

WHEREAS, on October 17, 2008 Ben Weider passed away, and the Estate of Ben Weider is being administered by so-called "Liquidators" (under Canadian law), namely Huguette Weider, Jacques Duchesneau and Eric Weider (hereinafter collectively "Assignor"); and

WHEREAS, Assignor, in the process of administering the Estate of Ben Weider, is desirous of assigning the Marks and Applications to Assignee, the entity for whose benefit Ben Weider, as nominee, filed the Applications; and

WHEREAS, Assignee is desirous of having the Marks and Applications assigned to it as the beneficiary of Ben Weider's filings; and

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer unto Assignee, its successors, assigns and legal representatives, the full and entire right, title and interest in and to the Marks and the Applications identified in said Exhibit A, and the attendant goodwill symbolized by the Marks, the same to vest in Assignee immediately.

Assignor hereby represents and warrants that (i) the Estate of Ben Weider is the sole owner of the Marks and the goodwill associated therewith, and the Applications relating thereto; (ii) except as provided for in that certain Purchase Option Agreement dated 21 April 2005 among Ben Weider, American Media Inc and several other parties; (iii) neither Ben Weider nor the Estate of Ben Weider granted licenses to any other parties to use the Marks; (iv) Assignor is not aware of any third party who has asserted a claim of any ownership right, title and interest in the Marks or Applications, or any other rights or interests therein which are adverse to those of Assignor; and (v) neither Ben Weider nor the Estate of Ben Weider is a party to any prior agreement or informal commitment or understanding with any other person or legal entity relating to the Marks and Applications which would be breached or otherwise violated by the foregoing assignment of the Marks and Applications. In this connection, Assignor states that no other representations or warranties of any kind, expressed or implied, are made, except as expressly set forth herein.

Assignor hereby agrees that Assignee shall have the right to record this instrument of assignment with the United States Patent and Trademark Office wherein the Applications are pending, so as to establish Assignee as owner of record of the Marks and Applications.

Assignor further agrees, at the request of Assignee and without charge or cost to Assignee, (i) to execute and have executed any and all other documents of any kind, and to provide whatever information may be reasonably required in order to effectuate the intent of this instrument of assignment; and (ii) to cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with the United States Patent and Trademark Office, whereby Assignee's ownership of the Marks and Applications is duly made of record in the United States Patent and Trademark Office.

INTENDING TO BE BOUND, Assignor has executed this instrument of assignment this 28 day of February, 2011.

Estate of Ben Weider
("Assignor")

By: Huguetta Weider
Huguetta Weider

By: Jacques Duchesneau
Jacques Duchesneau

By: Eric Weider
Eric Weider

**UNITED STATES PENDING APPLICATIONS
FOR REGISTRATION
(All filed on August 20, 2008)**

Trademark	Serial No.	Goods/Services/Class
FIGURE OLYMPIA	77/552000	Series of pre-recorded DVDs, CDs, and tapes featuring bodybuilding contests in International Class 9
FIGURE OLYMPIA	77/552001	Entertainment services, namely, a presentation of Muscle Building Contests in International Class 41
FITNESS OLYMPIA	77/551998	Series of pre-recorded DVDs, CDs, and tapes featuring bodybuilding contests in International Class 9
FITNESS OLYMPIA	77/551999	Entertainment services, namely, a presentation of Muscle Building Contests in International Class 41 in International Class 41
MR. OLYMPIA	77/551993	Series of pre-recorded DVDs, CDs, and tapes featuring bodybuilding contests in International Class 9
MR. OLYMPIA	77/551991	Entertainment services, namely, a presentation of Muscle Building Contests
MS. OLYMPIA	77/551995	Series of pre-recorded DVDs, CDs, and tapes featuring bodybuilding contests in International Class 9
MS. OLYMPIA	77/551997	Entertainment services, namely, a presentation of Muscle Building Contests in International Class 41
OLYMPIA WEEKEND	77/552003	Series of pre-recorded DVDs, CDs, and tapes featuring bodybuilding contests in International Class 9
OLYMPIA WEEKEND	77/552002	Entertainment services, namely, a presentation of Muscle Building Contests in International Class 41

EXHIBIT A

NZ/jg
1/28/2011

92820