

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
Ben Weider		02/28/2011	INDIVIDUAL: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	IFBB Professional League		
<b>Street Address:</b>	2875 Bates Road		
<b>City:</b>	Montreal Quebec		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	H3S 1B7		
<b>Entity Type:</b>	nonprofit corporation: CANADA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77555428	IFBB PROFESSIONAL LEAGUE	
<b>Serial Number:</b>	77555429	IFBB PROFESSIONAL LEAGUE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-207-3800		
<b>Email:</b>	janet_gass@bstz.com, tm_filings@bstz.com		
<b>Correspondent Name:</b>	Norman Zafman, Esq.		
<b>Address Line 1:</b>	12400 Wilshire Boulevard		
<b>Address Line 2:</b>	Suite 700		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90025-1040		
<b>ATTORNEY DOCKET NUMBER:</b>	92820.G054		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Norman Zafman, Esq.		

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**900186427**

**TRADEMARK  
 REEL: 004496 FRAME: 0951**

Address Line 1: 12400 Wilshire Boulevard  
Address Line 2: Suite 700  
Address Line 4: Los Angeles, CALIFORNIA 90025-1040

NAME OF SUBMITTER:	Norman Zafman, Esq.
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Signature:	/Norman Zafman/
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Date:	03/11/2011
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Total Attachments: 3  
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**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 was the President of IFBB Professional League, a Canadian nonprofit corporation ("Assignee"); and

WHEREAS, on August 25, 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) neither Ben Weider nor the Estate of Ben Weider granted any license to any other party to use the Marks; (iii) 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 (iv) 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: Huguette Weider  
Huguette Weider

By: Jacques Duchesneau  
Jacques Duchesneau

By: Eric Weider  
Eric Weider

**UNITED STATES PENDING APPLICATIONS  
FOR REGISTRATION  
(Both filed on August 25, 2008)**

Trademark	Serial No.	Goods/Services/Class
<p align="center"><b>IFBB PROFESSIONAL LEAGUE and Design</b></p>	<p align="center">77/555428</p>	<p>Printed instructional, educational and teaching materials in the field of bodybuilding, health, exercise, nutrition and fitness, namely, brochures, journals, magazines, books, booklets, newspapers, periodicals, newsletters, columns and pamphlets in International Class 16; and entertainment services, namely, organization, conduct and promotion of muscle building and gymnastic contests, shows and competitions; educational services, namely, organization, conduct and promotion of conferences, workshops, seminars and classes in the field of sports, bodybuilding, exercise, health, fitness, nutrition and combating drug abuse in International Class 41.</p>
<p align="center"><b>IFBB PROFESSIONAL LEAGUE (Block Letters)</b></p>	<p align="center">77/555429</p>	<p>Printed instructional, educational and teaching materials in the field of bodybuilding, health, exercise, nutrition and fitness, namely, brochures, journals, magazines, books, booklets, newspapers, periodicals, newsletters, columns and pamphlets in International Class 16; and entertainment services, namely, organization, conduct and promotion of muscle building and gymnastic contests, shows and competitions; educational services, namely, organization, conduct and promotion of conferences, workshops, seminars and classes in the field of sports, bodybuilding, exercise, health, fitness, nutrition and combating drug abuse in International Class 41.</p>

**EXHIBIT A**

NZ/jg  
1/28/2011

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