

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
Next Proteins, Inc.		09/22/2011	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Designer Protein, LLC
Street Address:	5050 Avenida Encinas
Internal Address:	Suite 350
City:	Carlsbad
State/Country:	CALIFORNIA
Postal Code:	92008
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 37

Property Type	Number	Word Mark
Registration Number:	3709524	100 GOOD FOR YOU CALORIES
Registration Number:	3712753	35 GOOD FOR YOU CALORIES
Registration Number:	3848089	40 GOOD FOR YOU CALORIES
Registration Number:	3495884	50 GOOD FOR YOU CALORIES
Registration Number:	3907107	ALL NATURAL INGREDIENTS
Registration Number:	3246384	AMERICA'S #1 PROTEIN
Registration Number:	3289214	AMERICA'S #1 PROTEIN SINCE 1993
Registration Number:	2740210	ARIA
Registration Number:	3709512	CAN YOU TAKE THIS...PUNCH
Registration Number:	3380141	DESIGNER
Registration Number:	3537725	DESIGNER ISO-PAX
Registration Number:	3111771	DESIGNER WHEY
Registration Number:	3236176	DESIGNER WHEY AMERICA'S #1 PROTEIN SINCE 1993

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Registration Number:	3791180	DESIGNER WHEY GOES LIQUID
Registration Number:	2852117	DESIGNER WHEY PROTEIN
Registration Number:	2918263	DESIGNER WHEY PROTEIN
Registration Number:	3765938	DESIGNER WHEY RESEARCH PROVEN SINCE 1993
Registration Number:	3828679	FRUIT WELL
Registration Number:	3719286	GRIP IT GOOD...GRAPE
Registration Number:	3729958	HELPS YOU HALT YOUR HUNGER
Registration Number:	3498175	ISO-PAX
Registration Number:	3794517	MUSCLE IN FAT OUT
Registration Number:	3463893	PROTEIN-2GO
Registration Number:	3693425	PROTEIN BLITZ
Registration Number:	3794515	PROTEIN IN SUGAR OUT
Registration Number:	3437332	PROTEINPAK 2GO
Registration Number:	3719285	WTF...ORANGE MANGO
Serial Number:	77797013	DOES A BODY BETTER
Serial Number:	85029104	FLAVOR METER
Serial Number:	77947350	FOR A BETTER, STRONGER, HEALTHIER YOU
Serial Number:	85055228	GET HEALTHY. GET STRONG. GET RESULTS.
Serial Number:	85058421	HEALTHY FROM THE INSIDE OUT
Serial Number:	77796384	HELPS HALT HUNGER BETWEEN MEALS
Serial Number:	77835478	HELPS HALT YOUR HUNGER
Serial Number:	77655752	USE IT AND LOSE IT
Serial Number:	85205023	YOUR BODY. OUR WHEY.
Serial Number:	85289606	DESIGNER PROTEIN

CORRESPONDENCE DATA

Fax Number: (619)209-3043
Phone: 619 209-3000
Email: kleinke@dsmwlaw.com, trademarks@dsmwlaw.com,
suarez@dsmwlaw.com, young@dsmwlaw.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Bernard L. Kleinke
Address Line 1: 3043 4th Avenue
Address Line 4: San Diego, CALIFORNIA 92103

ATTORNEY DOCKET NUMBER:

20887-900

NAME OF SUBMITTER:

Bernard L. Kleinke

TRADEMARK

REEL: 004631 FRAME: 0214

/Bernard L. Kleinke/

Date:

09/27/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, NEXT PROTEINS, INC., a California corporation ("Assignor"), has adopted, and used or intends to use, the following registered and unregistered trademarks (collectively, "Trademarks") in connection with its business in the United States; and

TRADEMARKS: REGISTERED

Trademark	Country	Classes	Registration #
100 Good For You Calories	USA	IC 005, IC 032	3709524
35 Good For You Calories	USA	IC 005, IC 032	3712753
40 Good For You Calories	USA	IC 005	3848089
50 Good For You Calories	USA	IC 005	3495884
All Natural Ingredients (Symbol)	USA	IC 005	3907107
Americas #1 Protein	USA	IC 005	3246384
America's #1 Protein Since 1993	USA	IC 005	3289214
Aria	USA	IC 005	2740210
Can You Take This...Punch	USA	IC 005, IC 032	3709512
Designer	USA	IC 005	3380141
Designer Iso-Pax	USA	IC 005	3537725
Designer Whey	USA	IC 005, IC 029	3111771
Designer Whey America's #1 Protein Since 1993 (Circle Mark)	USA	IC 005, IC 029, IC 032	3236176
Designer Whey Goes Liquid	USA	IC 032	3791180
Designer Whey Protein	USA	IC 005	2852117
Designer Whey Protein	USA	IC 005	2918263
Designer Whey Research Proven Since 1993 (Circle Mark)	USA	IC 005, IC 032	3765938
Fruit Well	USA	IC 005	3828679
Grip It Good...Grape	USA	IC 005, IC 032	3719286
Helps You Halt Your Hunger	USA	IC 005, IC 032	3729958
Iso-Pax	USA	IC 005, IC 032	3498175
Muscle In Fat Out	USA	IC 032	3794517
Protein.2Go	USA	IC 005, IC 029, IC 032	3463893
Protein Blitz	USA	IC 005, IC 029, IC 032	3693425
Protein In Sugar Out	USA	IC 032	3794515
ProteinPak 2Go	USA	IC 005, IC 029, IC 032	3437332
WTF...Orange Mango	USA	IC 005, IC 032	3719285

TRADEMARKS: REGISTRATION PENDING

Does A Body Better	USA	IC 005	77797013
Flavor Meter	USA	IC 005	85029104
For A Better, Stronger, Healthier You [continued on following page]	USA	IC 005	77947350

[continued from preceding page]			
Get Healthy, Get Strong, Get Results	USA	IC 005	85055228
Healthy From The Inside Out	USA	IC 005	85058421
Helps Halt Hunger Between Meals	USA	IC 005	77796384
Helps Halt Your Hunger	USA	IC 005	77835478
Use It and Lose It	USA	IC 029	77655752
Your Body, Our Whey	USA	IC 005	85205023
Designer Protein	USA	IC 005	85289606

WHEREAS, DESIGNER PROTEIN, LLC, a Delaware limited liability company ("Assignee"), desires to acquire the Trademarks currently owned by Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the marks and the above Trademarks.

Executed this 22nd day of September, 2011.

ASSIGNOR:
NEXT PROTEINS, INC.

By: [Signature]
Tex Prows, Secretary and General Counsel

ASSIGNEE:
DESIGNER PROTEIN, LLC

By: [Signature]
Cyrill Siewert, Chief Executive Officer

STATE OF CALIFORNIA }
COUNTY OF SAN DIEGO }

On September 22, 2011, before me, Sarah J. O'Brien Notary Public, personally appeared Tex Prows, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under penalty of perjury under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal

[Signature]
Signature of Notary
My Commission expires 4-27-2014

Seal of Notary



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