

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

| SUBMISSION TYPE:  | NEW ASSIGNMENT                               |                |                           |                |                    |            |            |                           |  |
|---|--|----------------|---------------------------|----------------|--------------------|------------|------------|---------------------------|--|
| NATURE OF CONVEYANCE:   | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                |                           |                |                    |            |            |                           |  |
| <b>CONVEYING PARTY DATA</b>   |  |                |                           |                |                    |            |            |                           |  |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Mr. Joe Luchsinger</td> <td></td> <td>12/05/2011</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> </tbody> </table> | Name   | Formerly       | Execution Date            | Entity Type    | Mr. Joe Luchsinger |            | 12/05/2011 | INDIVIDUAL: UNITED STATES |  |
| Name  | Formerly                                     | Execution Date | Entity Type               |                |                    |            |            |                           |  |
| Mr. Joe Luchsinger  |  | 12/05/2011     | INDIVIDUAL: UNITED STATES |                |                    |            |            |                           |  |
| <b>RECEIVING PARTY DATA</b>   |  |                |                           |                |                    |            |            |                           |  |
| Name:   | NeuroBrands, LLC                             |                |                           |                |                    |            |            |                           |  |
| Street Address:   | 501 Santa Monica Blvd, Second Floor          |                |                           |                |                    |            |            |                           |  |
| City:   | Santa Monica                                 |                |                           |                |                    |            |            |                           |  |
| State/Country:  | CALIFORNIA                                   |                |                           |                |                    |            |            |                           |  |
| Postal Code:  | 90401  |                |                           |                |                    |            |            |                           |  |
| Entity Type:  | LIMITED LIABILITY COMPANY: CALIFORNIA        |                |                           |                |                    |            |            |                           |  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                |                           |                |                    |            |            |                           |  |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>85326912</td> <td>NEUROFRESH</td> </tr> </tbody> </table>   | Property Type                                | Number         | Word Mark                 | Serial Number: | 85326912           | NEUROFRESH |            |                           |  |
| Property Type   | Number                                       | Word Mark      |                           |                |                    |            |            |                           |  |
| Serial Number:  | 85326912                                     | NEUROFRESH     |                           |                |                    |            |            |                           |  |
| <b>CORRESPONDENCE DATA</b>  |  |                |                           |                |                    |            |            |                           |  |
| Fax Number:   | (310)634-1711                                |                |                           |                |                    |            |            |                           |  |
| Phone:  | 3109222206                                   |                |                           |                |                    |            |            |                           |  |
| Email:  | steve@siliconedgelaw.com                     |                |                           |                |                    |            |            |                           |  |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>   |  |                |                           |                |                    |            |            |                           |  |
| Correspondent Name:   | Steve Hassid                                 |                |                           |                |                    |            |            |                           |  |
| Address Line 1:   | 1115 1/2 YALE STREET                         |                |                           |                |                    |            |            |                           |  |
| Address Line 4:   | SANTA MONICA, CALIFORNIA 90403               |                |                           |                |                    |            |            |                           |  |
| ATTORNEY DOCKET NUMBER:   | NEUROFRESH NB ASSIGNMENT                     |                |                           |                |                    |            |            |                           |  |
| NAME OF SUBMITTER:  | Steve P. Hassid                              |                |                           |                |                    |            |            |                           |  |
| Signature:  | /Steve P. Hassid/                            |                |                           |                |                    |            |            |                           |  |
| Date:   | 12/12/2011                                   |                |                           |                |                    |            |            |                           |  |
| Total Attachments: 2<br>source=Joe Luchsinger Executed NEUROFRESH Assignment#page1.tif<br>source=Joe Luchsinger Executed NEUROFRESH Assignment#page2.tif  |  |                |                           |                |                    |            |            |                           |  |

OP \$40.00 85326912

**ASSIGNMENT**

WHEREAS, I, JOE LUCHSINGER, with a principal place of business at 50 South Remington Road, Bexley, Ohio 43209, the undersigned trademark applicant and the ASSIGNOR herein, has applied for a U.S. Trademark Registration for "NeuroFresh" (hereafter, "NEUROFRESH"), which has been assigned U.S. Serial No. 85/326,912;

WHEREAS, NEUROBRANDS LLC, a limited liability company organized and existing under the laws of the State of California, having a place of business at 501 Santa Monica Boulevard, 2<sup>nd</sup> Floor, Santa Monica, CA 90401, the ASSIGNEE herein, desires to document its ownership of the entire right, title and interest in and to the NEUROFRESH mark and said trademark application and any trademark registrations to be granted and issued thereon;

NOW, THEREFORE, for and in consideration of the sum of One Thousand Dollars (\$1,000.00) by the ASSIGNEE to me paid, and other valuable consideration, the receipt and legal sufficiency of all of which is hereby acknowledged, I, the said ASSIGNOR, acknowledge that I have transferred and do hereby sell, assign, transfer and set over unto said ASSIGNEE, its successors and assigns, the entire right, title and interest in and to the NEUROFRESH mark, in and to said NEUROFRESH application for trademark registration thereon, and in and to any and all registrations which may be granted and issued on said application, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all countries foreign thereto, together with and including all rights based upon any and all applications in the United States of America covered by this Assignment.

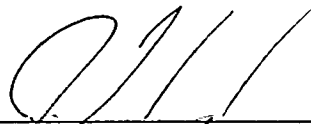
I do hereby acknowledge that I have agreed, and do hereby agree, that I will, at the request of said ASSIGNEE, execute any and all applications for registration for the NEUROFRESH application and any and all other papers and documents and do all other and further lawful acts that said ASSIGNEE may deem necessary or desirable to obtain registration on said application, to secure the grant of such registration and to perfect and vest in the ASSIGNEE the entire right, title and interest in the NEUROFRESH mark, applications and registrations granted thereon, together with and including all priority rights based upon the said application.

NEUROFRESH ASSIGNMENT

I do hereby acknowledge that I have agreed, and do hereby agree, that I shall not apply for trademark, service mark, or trade name registration of, or market, advertise, or otherwise use in commerce in any way any mark containing the letters "neuro" for any and all food, beverage or supplement or purposes, and shall immediately cease all use of any and all marks containing the letters "neuro" regardless of the other terms that may or may not be included with the letters "neuro" and whether alone or in combination with other words, marks, or designs, in any language, for any and all food, beverage or supplement or purposes in the United States and in all countries foreign thereto.

And for the above-named considerations, I do hereby authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, trademark registration for the NEUROFRESH mark before competent International Authorities and in any and all countries foreign to the United States in which applications for trademark registration can be so made or trademark registration so obtained.

Dated: 12-5-11

  
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JOE LUCHSINGER