

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
Complete Nutrition Holdings, Inc.		01/01/2012	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Complete Nutrition IP, LLC		
Street Address:	17220 Wright Street		
Internal Address:	Suite 200		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68130		
Entity Type:	LIMITED LIABILITY COMPANY: SOUTH DAKOTA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85358249	XALT	
Registration Number:	4009120	COMPLETENUTRITION	
Registration Number:	3995221	CTS360	
Registration Number:	3287914	COMPLETENUTRITION LOOK BETTER. FEEL BETTER. PERFORM BETTER.	
Registration Number:	3551964	ENVISION	
Registration Number:	3294895	EMBODYMENTS	
Registration Number:	2994199	RECLAIM	
CORRESPONDENCE DATA			
Fax Number:	(402)390-9005		
Phone:	402 390 9500		
Email:	ip@koleyjessen.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			

OP \$190.00 85358249

Correspondent Name: Roberta L. Christensen
Address Line 1: 1125 S 103rd Street
Address Line 2: One Pacific Place, Suite 800
Address Line 4: Omaha, NEBRASKA 68124

ATTORNEY DOCKET NUMBER:	10952-0009 COMPLETE NUTRI
NAME OF SUBMITTER:	Roberta L. Christensen
Signature:	/rtc/
Date:	01/10/2012

Total Attachments: 3
source=Complete TM Assign#page1.tif
source=Complete TM Assign#page2.tif
source=Complete TM Assign#page3.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective January 1, 2012, by Complete Nutrition Holdings, Inc., a Nebraska corporation ("Assignor"), to Complete Nutrition IP, LLC, a South Dakota limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the trademarks, service marks, trade names, trade dress and brands used in the operation of the Complete Nutrition business, including, but not limited to, the trademarks listed on Exhibit "A" attached hereto (collectively, the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademarks.

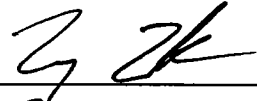
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, all applications and registrations therefor, and all claims for damages arising out of or relating to past or continuing infringements thereof, if any, with the right to sue for and collect such damages.

Assignor hereby covenants that it has full right, power and authority and has been duly authorized to convey the right, title and interest herein assigned, and that it has not and will not execute any agreement in conflict herewith. Assignor further covenants that, when requested, it will, without charge to Assignee, execute all documents and take all such further actions as may be necessary, desirable or convenient to enable Assignee to obtain, maintain and enforce its rights and interest in and to the Trademarks in any and all countries.

[The Remainder of This Page Intentionally Left Blank and Signature Page Follows]

IN WITNESS WHEREOF, the undersigned has executed and delivered this Trademark Assignment as of the date first written above.

COMPLETE NUTRITION HOLDINGS, INC.

By: 

Title: PRESIDENT

EXHIBIT "A"
TRADEMARKS

MARK	SERIAL /REG. NO.
XALT	85/358,249
COMPLETENUTRITION (and Design)	4,009,120
CTS360	3,995,221
COMPLETENUTRITION LOOK BETTER. FEEL BETTER. PERFORM BETTER (and Design)	3,287,914
ENVISION	3,551,964
EMBODYMENTS	3,294,895
RECLAIM	2,994,199