

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New Whey Nutrition, LLC		06/22/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Rosenthal & Rosenthal, Inc.		
Street Address:	1370 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	3559708	BETA NOX	
Registration Number:	4109963	FIT2GO	
Registration Number:	3387944	IDS	
Registration Number:	3300733	MASS TABS	
Registration Number:	3700425	MICROMEAL	
Registration Number:	3448249	NEW-WHEY	
Registration Number:	3162708	OXODROL	
Registration Number:	3454384	RIPPED TABS	
Registration Number:	3271275	V-50	
Registration Number:	3489599	WAXIMAIZE	
Serial Number:	85174256	NEW WHEY	
Serial Number:	85212673	NEW WHEY NUTRITION	
Serial Number:	85213157	NEW WHEY NUTRITION	
Serial Number:	85213191		

TRADEMARK

CORRESPONDENCE DATA

Fax Number: 2123089079

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 2125080427

Email: cdorman@phillipslytle.com

Correspondent Name: Christopher G. Dorman

Address Line 1: 437 Madison Avenue

Address Line 2: 34th Floor

Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Christopher G Dorman
Signature:	/Christopher G Dorman/
Date:	07/03/2012

Total Attachments: 4

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NOTICE OF SECURITY INTEREST

(Trademarks)

Notice is hereby given that NEW WHEY NUTRITION, LLC, a Delaware limited liability company with an address at 5707 Dot Com Court, Suite 1079, Oviedo FL 32765 ("Debtor") has granted a security interest to Rosenthal & Rosenthal Inc. (Secured Party"), with a place of business located at 1370 Broadway, New York, NY 10018 in and to all of Debtor's trademarks, including, without limitation, the registered trademarks and trademarks applications listed on Exhibit A and any other registered trademarks or trademarks applications associated therewith, pursuant to an intellectual property security agreement made by Debtor in favor of Secured Party dated June 21 2012, as the same may be amended, supplemented, ratified or reaffirmed from time to time.

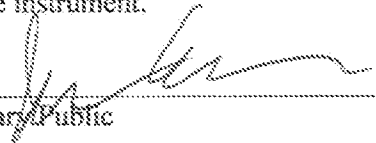
Dated: as of June 22, 2012

NEW WHEY NUTRITION, LLC

By: 
.....
Charles Walkley, CEO

STATE OF NEW JERSEY)
)
) SS.:
COUNTY OF *Atlantic*)

On the 22nd day of June, 2012 before me, the undersigned, a notary public in and for said state, personally appeared CHARLES WALKLEY, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that (s)he executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.



Notary Public

JOSEPH ANDRECHAK
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 11/10/2013

EXHIBIT A
Trademarks (5/3/2012)

Country	Types	Status	Application #	Registration #
USA	Z	Registered	77/318,767	3,559,708
USA		Registered	85/198,224	4,109,963
USA		Registered	77/156,309	3,387,944
USA		Registered	77/016,632	3,300,733
USA	Z	Registered	78/878,728	3,700,425
USA		Filed	85/174,256	
USA	Z	Filed	85/212,673	
USA	Z	Filed	85/213,157	
USA	Z	Filed	85/213,191	
USA		Registered	77/254,893	3,448,249
USA		Registered	78/773,087	3,162,708
USA	Z	Registered	77/028,835	3,454,384
USA		Registered	77/016,635	3,271,275
USA	Z	Registered	77/156,140	3,489,599
KUWA		Registered	102475	92888
LEBA		Registered	3308	116444
MEXI		Registered	888215	1032884
CTM		Registered	006342133	006342133
CANA		Registered	1366369	737200
RUSS		Registered	2007730957	371366
BRAZ		Filed:	829361472	
LEBA		Registered	3311	116443
KORS		Registered	2008-0013418	0792901
RUSS		Registered	2008708430	380180
KUWA		Registered	102474	92887

Country	Types	Status	Application #	Registration #
CTM		Registered	010106136	010106136
MEXI		Registered	1192674	1252703
TURK		Filed	2011/57098	
KORS		Filed	2011-36886	
ASTL		Registered	1435508	1435508
CANA		Filed	1534631	
INDI		Filed	2171942	
CHIN		Filed	9686074	
LEBA		Registered	3310	116442
CANA		Registered	1,381,166	737202
KUWA		Registered	102473	92446
RUSS		Registered	2008702120	377032
BRAZ		Filed	8293611464	
CTM		Registered	006639165	006639165