

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IA Nutrition, Inc.		09/06/2012	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Glanbia Nutritionals (Ireland) Limited		
Street Address:	Glanbia House		
City:	Kilkenny		
State/Country:	IRELAND		
Entity Type:	Single Member Private Company Limited By Shares: IRELAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85550616	HYPERSHRED	
CORRESPONDENCE DATA			
Fax Number:	3128847352		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312-327-3328		
Email:	trademark@amintalati.com		
Correspondent Name:	Brian M. Wishnow		
Address Line 1:	55 West Monroe Street		
Address Line 2:	Suite 3400		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	WINCHESTER - HYPER SHRED		
DOMESTIC REPRESENTATIVE			
Name:	Rakesh M. Amin		
Address Line 1:	55 West Monroe Street		
Address Line 2:	Suite 3400		

OP \$40.00 85550616

Address Line 4: Chicago, ILLINOIS 60603

NAME OF SUBMITTER:

Brian M. Wishnow

Signature:

/Brian M. Wishnow/

Date:

10/05/2012

Total Attachments: 3

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Exhibit B

**ASSIGNMENT OF TRADEMARK & GOODWILL**

**WHEREAS**, IA Nutrition, Inc., P.O. Box 380601, East Hartford, Connecticut, 06138 (hereinafter referred to as "Assignor") has filed an application for the HYPERSHRED trademark, (hereinafter referred to as "the Mark") in the United States Patent and Trademark Office as set forth on the attached Schedule A; and

**WHEREAS**, Glanbia Nutritionals (Ireland) Limited (hereinafter referred to as "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Mark, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark;

**NOW THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby irrevocably assign unto Assignee all right, title and interest in and to the Mark in the United States and throughout the world together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark.

Assignor agrees to execute and deliver at the reasonable request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's right, title, and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

**IN WITNESS WHEREOF**, the Assignor has executed this Agreement effective as of the date and year written below.

**ASSIGNOR**

By: Diane Lagace

IA Nutrition, Inc.

Printed Name: Diane Lagace

Title: VP

9/5/12  
Date

**ASSIGNEE**

Accepted By: Kenneth Streck

Glanbia Nutritionals (Ireland) Limited

Printed Name: Kenneth Streck

Title: Attorney

September 6, 2012  
Date

CORPORATE ACKNOWLEDGEMENT

STATE OF Connecticut )

) ss.: Bloomfield

COUNTY OF Hartford )

September

On this 5 day of ~~July~~, 2012, before me personally came Diane Lagace, who represents himself to be a representative of **IA Nutrition, Inc.** and who has the power to bind **IA Nutrition, Inc.** to agreements, to me known, who being by me duly sworn did depose and say that he is a citizen of USA and that **IA Nutrition, Inc.** is the owner of record of the Mark, and that he signed his name thereto by like order.

Kristin Johnson  
Notary Public

My commission expires: 5/31/2013

STATE OF Florida )

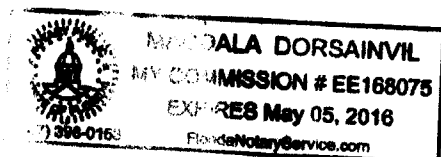
) ss.: Boca Raton

COUNTY OF Palm Beach )

September

On this 6 day of ~~July~~, 2012, before me personally came Kenneth Strick, who represents himself to be a representative of **Glanbia Nutritional (Ireland) Limited** and who has the power to bind **Glanbia Nutritional (Ireland) Limited** to agreements, to me known, who being by me duly sworn did depose and say that he is a citizen of USA, and that he signed his name thereto by like order.

[Signature]  
Notary Public



**SCHEDULE A**

Mark: **HYPERSHRED**  
Serial Number: 85/550,616  
Filing Date: February 23, 2012