

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
Lance Collins		11/06/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BODY ARMOR NUTRITION LLC		
Street Address:	630 Clinton Place		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85097130	SUPERDRINK	
CORRESPONDENCE DATA			
Fax Number:	7032436410		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	703-243-6333		
Email:	mandell@mwzb.com, docketing@mwzb.com, cohen@mwzb.com		
Correspondent Name:	Adam D Mandell		
Address Line 1:	2200 Clarendon Blvd., Ste 1400		
Address Line 4:	Arlington, VIRGINIA 22201		
ATTORNEY DOCKET NUMBER:	LCOLLINS-0063-T		
NAME OF SUBMITTER:	Adam D Mandell		
Signature:	/adm/		

CH \$40.00 85097130

Date:

11/07/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment (the "Assignment") is made effective as of November 6, 2012 from Lance Collins, an individual residing in California (the "Assignor"), to Body Armor Nutrition, LLC, a limited liability company organized under the laws of the state of Delaware with an address of 630 Clinton Place, Beverley Hills, California 90210 (the "Assignee").

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used as well as that part of the business to which the Marks pertain (the "Goods").

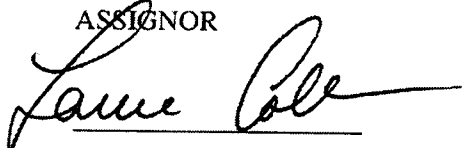
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its rights, title, and interest in and to the Marks, the goodwill associated therewith and that part of the business to which the marks pertain.

NOW, THEREFORE, in consideration of the payment of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title and interest of whatever kind in and to the Marks, together with: (a) the goodwill of the business relating to the Goods in respect upon which the Marks are used and for which they are registered; (b) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks including, without limitation, damages and payments for past and future infringements and misappropriations of the Marks; and (c) all rights to sue for past, present and future infringements or misappropriations of the Marks and that part of the business to which the Marks pertain.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing or vesting in ASSIGNEE full right, title, and interest in and to the Marks and the business transferred in connection therewith.

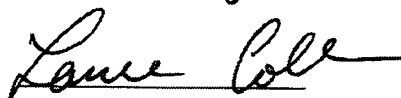
IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the day and year first written above.

ASSIGNOR



Lance Collins

ASSIGNEE Body ARMOR NUTRITION, LLC



By: LANCE COLLINS

Its: CEO

EXHIBIT A

Serial No.	Application Date	Registration No.	Registration Date	Word Mark
85097130	July 30, 2010	N/A	N/A	SUPERDRINK