

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Driven Sports, Inc.		12/20/2012	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	DS IP Holding Company Inc.
<b>Street Address:</b>	672 Dogwood Avenue
<b>Internal Address:</b>	Suite 329
<b>City:</b>	Franklin Square
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11010
<b>Entity Type:</b>	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Serial Number:	85442967	ACTIVATE XTREME
Serial Number:	85442962	CITRAMINE
Serial Number:	85442970	CORETEST
Serial Number:	85442952	CRAZE
Serial Number:	85442959	DENDROBEX
Serial Number:	85442969	DIVANIL
Serial Number:	85646960	DRIVEN SPORTS
Serial Number:	85442963	KINESIS
Serial Number:	85442964	LEAN XTREME
Serial Number:	85442978	LETRODEX
Serial Number:	85442971	LEVOTEST
Serial Number:	85371984	NITRO
Serial Number:	85442976	PZOLE

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Serial Number:	85442965	SUPER STIM
Serial Number:	85442980	TETRAFENE
Serial Number:	85442973	TRIAZOLE

**CORRESPONDENCE DATA**

Fax Number: 2122453009  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 2125416222  
 Email: trademark@kanekessler.com  
 Correspondent Name: Barry E. Negrin, Esq.  
 Address Line 1: Kane Kessler, P.C.  
 Address Line 2: 1350 Avenue of Americas  
 Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	8342-0001
NAME OF SUBMITTER:	Stanley Seuradge
Signature:	/sas/
Date:	01/23/2013

Total Attachments: 5  
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## **TRADEMARK ASSIGNMENT**

WHEREAS, Driven Sports, Inc., a corporation organized and existing under the laws of the State of New York having offices at 672 Dogwood Ave., Suite 329, Franklin Square, NY 11010 (hereinafter called the "ASSIGNOR"), is the owner and authorized user of the trademarks set forth on the attached Schedule A, registered in the United States Patent and Trademark Office or for which application(s) for registration have been filed in the United States Patent and Trademark Office; and

WHEREAS, DS IP Holding Company Inc., a corporation organized and existing under the laws of the State of New York with offices at 672 Dogwood Ave., Suite 329, Franklin Square, NY 11010 (hereinafter called the "ASSIGNEE"), is desirous of acquiring and owning all right, title, and interest in and to the Trademarks and all registrations thereof and applications therefor and the goodwill appurtenant thereto.


NOW, THEREFORE, in consideration of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR by these presents does sell, assign and transfer unto ASSIGNEE, its successors and assigns, all right, title and interest in and to the Trademarks that may have accrued to ASSIGNOR during the use and/or creation of the Trademarks by ASSIGNOR, together with the goodwill connected with the use of and symbolized by the Trademarks and the business associated therewith.

IN WITNESS WHEREOF, ASSIGNOR has hereunto executed this instrument

this 20 day of December, 2012.

**DRIVEN SPORTS, INC.**

By:



Name: Matthew Cahill

Title: Vice President of Operations

SCHEDULE A

Attached

# Driven Sports, Inc.

Report Date: 12/19/2012 Page: 1

<b>Mark:</b>	ACTIVATE XTREME								
<b>ID</b>	4802	<u>Country</u>	United States	<u>Reg. Owner</u>	Driven Sports, Inc.	<u>App. #</u>	85/442,967	<u>Reg. #</u>	
								<u>Status</u>	Pending Application 5
								<u>Classes</u>	
								<u>Goods &amp; Services</u>	Dietary and nutritional supplements
<b>Mark:</b>	CITRAMINE								
<b>ID</b>	4806	<u>Country</u>	United States	<u>Reg. Owner</u>	Driven Sports, Inc.	<u>App. #</u>	85/442,962	<u>Reg. #</u>	
								<u>Status</u>	Pending Application 5
								<u>Classes</u>	
								<u>Goods &amp; Services</u>	Dietary and nutritional supplements
<b>Mark:</b>	CORETEST								
<b>ID</b>	4800	<u>Country</u>	United States	<u>Reg. Owner</u>	Driven Sports, Inc.	<u>App. #</u>	85/442,970	<u>Reg. #</u>	4,174,512
								<u>Status</u>	Registered
								<u>Classes</u>	5
								<u>Goods &amp; Services</u>	Dietary and nutritional supplements
<b>Mark:</b>	CRAZE								
<b>ID</b>	4808	<u>Country</u>	United States	<u>Reg. Owner</u>	Driven Sports, Inc.	<u>App. #</u>	85/442,952	<u>Reg. #</u>	4,178,343
								<u>Status</u>	Pending Application 5
								<u>Classes</u>	
								<u>Goods &amp; Services</u>	Dietary and nutritional supplements
<b>Mark:</b>	DENDROBEX								
<b>ID</b>	4807	<u>Country</u>	United States	<u>Reg. Owner</u>	Driven Sports, Inc.	<u>App. #</u>	85/442,959	<u>Reg. #</u>	4,178,344
								<u>Status</u>	Pending Application 5
								<u>Classes</u>	
								<u>Goods &amp; Services</u>	Dietary and nutritional supplements
<b>Mark:</b>	DIVANIL								
<b>ID</b>	4801	<u>Country</u>	United States	<u>Reg. Owner</u>	Driven Sports, Inc.	<u>App. #</u>	85/442,969	<u>Reg. #</u>	4,174,511
								<u>Status</u>	Registered
								<u>Classes</u>	5
								<u>Goods &amp; Services</u>	Dietary and nutritional supplements
<b>Mark:</b>	DRIVEN SPORTS								
<b>ID</b>	4894	<u>Country</u>	United States	<u>Reg. Owner</u>	Driven Sports, Inc.	<u>App. #</u>	85/646,960	<u>Reg. #</u>	
								<u>Status</u>	Pending Application 5
								<u>Classes</u>	
								<u>Goods &amp; Services</u>	Dietary and nutritional supplements
<b>Mark:</b>	KINESIS								
<b>ID</b>	4805	<u>Country</u>	United States	<u>Reg. Owner</u>	Driven Sports, Inc.	<u>App. #</u>	85/442,963	<u>Reg. #</u>	4,178,345
								<u>Status</u>	Registered
								<u>Classes</u>	5
								<u>Goods &amp; Services</u>	Dietary and nutritional supplements

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**Driven Sports, Inc.**

<b>Mark:</b>	LEAN XTREME								
<b>ID</b>	<u>Country</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>Reg. #</u>	<u>Status</u>	<u>Classes</u>	<u>Goods &amp; Services</u>		
4804	United States	Driven Sports, Inc.	85/442,964		Abandoned	5	3/21/12 - Abandoned per client's instructions		
<b>Mark:</b>	LETRODEX								
<b>ID</b>	<u>Country</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>Reg. #</u>	<u>Status</u>	<u>Classes</u>	<u>Goods &amp; Services</u>		
4795	United States	Driven Sports, Inc.	85/442,978	4,157,273	Registered	5	Dietary and nutritional supplements		
<b>Mark:</b>	LEVOTEST								
<b>ID</b>	<u>Country</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>Reg. #</u>	<u>Status</u>	<u>Classes</u>	<u>Goods &amp; Services</u>		
4799	United States	Driven Sports, Inc.	85/442,971	4,157,271	Registered	5	Dietary and nutritional supplements		
<b>Mark:</b>	NITRO								
<b>ID</b>	<u>Country</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>Reg. #</u>	<u>Status</u>	<u>Classes</u>	<u>Goods &amp; Services</u>		
4809	United States	Driven Sports, Inc.	85/371,984		Abandoned	5	2/28/2012 - Abandoned per client instructions.		
<b>Mark:</b>	PZOLE								
<b>ID</b>	<u>Country</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>Reg. #</u>	<u>Status</u>	<u>Classes</u>	<u>Goods &amp; Services</u>		
4796	United States	Driven Sports, Inc.	85/442,976	4,157,272	Registered	5	Dietary and nutritional supplements		
<b>Mark:</b>	SUPER STIM								
<b>ID</b>	<u>Country</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>Reg. #</u>	<u>Status</u>	<u>Classes</u>	<u>Goods &amp; Services</u>		
4803	United States	Driven Sports, Inc.	85/442,965		Pending Application	5	Dietary and nutritional supplements		
<b>Mark:</b>	TETRAFENE								
<b>ID</b>	<u>Country</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>Reg. #</u>	<u>Status</u>	<u>Classes</u>	<u>Goods &amp; Services</u>		
4794	United States	Driven Sports, Inc.	85/442,980		Pending Application	5	Dietary and nutritional supplements		
<b>Mark:</b>	TRIAZOLE								
<b>ID</b>	<u>Country</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>Reg. #</u>	<u>Status</u>	<u>Classes</u>	<u>Goods &amp; Services</u>		
4797	United States	Driven Sports, Inc.	85/442,973	4,116,535	Registered	5	Dietary and nutritional supplements		

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