

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
PREMIER NUTRITION CORPORATION	FORMERLY JOINT JUICE, INC.	03/26/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	PREMIER PROTEIN, INC.
Doing Business As:	
Street Address:	188 Spear Street
Internal Address:	Suite 600
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94105
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	85711670	PREMIER PROTEIN
Serial Number:	85627382	ENERGY FOR EVERY DAY
Serial Number:	85739378	ENERGY FOR EVERY DAY
Serial Number:	85711689	COMPLETE ENERGY
Serial Number:	85721976	SPOONERS
Serial Number:	85715925	PREMIER PROTEIN
Serial Number:	85715955	PREMIER PROTEIN

CORRESPONDENCE DATA

Fax Number: 4082410400  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Phone: 408-438-3391

OP \$190.00 85711670

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ATTORNEY DOCKET NUMBER:	JJIL-0100A
NAME OF SUBMITTER:	Elizabeth E. Powers
Signature:	/eepowers/
Date:	04/04/2013
Total Attachments: 2 source=JJIL-0100A executed assignment#page1.tif source=JJIL-0100A executed assignment#page2.tif	

ASSIGNMENT OF TRADEMARK APPLICATIONS

WHEREAS PREMIER NUTRITION CORP., ("Assignor"), a Delaware corporation, with an address of 188 Spear Street, Suite 600, San Francisco, California, 94105, has adopted, used, and is using the marks referenced in Schedule A attached hereto, which are applications for registration in the United States Patent and Trademark Office;

WHEREAS PREMIER PROTEIN, INC., ("Assignee"), a California corporation, with an address of 188 Spear Street, Suite 600, San Francisco, California, 94105, is desirous of acquiring said marks and the applications for registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign to Assignee all right, title, and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above identified applications for registration thereof.

BY ASSIGNOR:

PREMIER NUTRITION CORPORATION

Date: March 26, 2013

By: [Signature]

Name: David Cooper

Title: CFO

State of California  
County of San Francisco

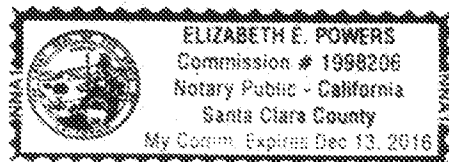
On 26 March, 2013, before me, Elizabeth E. Powers,  
(name of notary public )

personally appeared DAVID COOPER  
who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and who acknowledged to me that he executed the same in his authorized capacity, and by his signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY of PERJURY under the laws of the state of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Signature]  
(Signature of Notary)



SCHEDULE A

Atty. Docket ID	Mark	Application Number	Application Date	Registration Number	Registration Date
PNIL-0170B	PREMIER PROTEIN	85/711,670	8/23/2012	N/A	N/A
PNIL-0187	ENERGY FOR EVERY DAY	85/627,382	5/16/12	N/A	N/A
PNIL-0187A	ENERGY FOR EVERY DAY	85/739,378	9/26/2012	N/A	N/A
PNIL-0190	COMPLETE ENERGY	85/711,689	8/23/12	N/A	N/A
PNIL-0192	SPOONERS	85/721,976	9/6/2012	N/A	N/A
PNIL-0193	PREMIER PROTEIN (LOGO)	85/715,925	8/29/12	N/A	N/A
PNIL-0193A	PREMIER PROTEIN (LOGO)	85/715,955	8/29/12	N/A	N/A