

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/27/2011		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bio-Engineered Supplements & Nutrition, Inc.		04/04/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Glanbia Nutritionals (Ireland) Limited		
Street Address:	Glanbia House		
City:	Kilkenny		
State/Country:	IRELAND		
Entity Type:	Limited Company: IRELAND		
PROPERTY NUMBERS Total: 32			
Property Type	Number	Word Mark	
Registration Number:	3218029	CELLMASS	
Registration Number:	3222669	NITRIX	
Registration Number:	3222670	ENDORUSH	
Registration Number:	3222673	TRUE-MASS	
Registration Number:	3222682	FINISH FIRST	
Registration Number:	3222684	ENERGIZE YOUR CORE	
Registration Number:	3222696	LIVE FOR THE PUMP!	
Registration Number:	3227620	BSN FINISH FIRST.	
Registration Number:	3324295	ONCE YOU TRY IT, YOU WILL NEVER TRAIN WI	
Registration Number:	3332655	ATRO-PHEX	
Registration Number:	3354666	THE MASS STACK	
Registration Number:	3364213	(R) (P) (M) (W) (N)	
Registration Number:	3442815	THE FIT STACK	

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Registration Number:	3442817	THE ELITE PHYSIQUE STACK
Registration Number:	3477710	ENERGY & PERFORMANCE RUSH
Registration Number:	3478948	BSN
Registration Number:	3479325	WALL OF RED
Registration Number:	3530674	AVPT
Registration Number:	3576909	YOUR ULTIMATE PHYSIQUE & PERFORMANCE GAT
Registration Number:	3577778	VOLUMAIZE
Registration Number:	3617396	N-TRAINING
Registration Number:	3653074	BSN
Registration Number:	3704626	X-PLODE
Registration Number:	3819697	ONCE YOU TRAIN WITH IT, YOU WILL NEVER E
Registration Number:	3819698	WHERE MASS AND EVOLUTION BEGIN!
Registration Number:	3855341	BODY & STYLE
Registration Number:	3885154	THE MASS STACK
Registration Number:	3887255	EPOZINE-O2
Registration Number:	3955600	ENDOBURN
Registration Number:	4089731	BSN SUPPLEMENT PYRAMID
Registration Number:	4095216	
Registration Number:	4192619	

CORRESPONDENCE DATA

Fax Number: 3126095005

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

Phone: 312-609-7943

Email: skowalski@vedderprice.com

Correspondent Name: Sylvia Kowalski

Address Line 1: 222 North LaSalle Street - 24th Floor

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:

45193.02.0003

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Sylvia Kowalski

TRADEMARK

REEL: 005021 FRAME: 0496

	/Sylvia Kowalski/
Date:	05/06/2013
Total Attachments: 4 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif	

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Bio-Engineered Supplements & Nutrition, Inc., a Delaware corporation, is the owner of the entire right, title and interest in and to the registered United States Trademarks listed on the attached Schedule A:

WHEREAS, Glanbia Nutritionals (Ireland) Limited, a company of Ireland, having its registered office at Glanbia House, Kilkenny, Ireland, is desirous of acquiring rights in said marks and said registrations;

NOW, THEREFORE, in consideration of and for good and valuable consideration, the receipt of which is hereby acknowledged, said Bio-Engineered Supplements & Nutrition, Inc., does hereby sell, assign, transfer, and set over unto said Glanbia Nutritionals (Ireland) Limited, the entire right, title and interest in and to said marks and said registrations, together with the good will of the business symbolized by said marks and said registrations and in accordance with which the said marks are used, together with all common law rights of Bio-Engineered Supplements & Nutrition, Inc., including the right to bring action and recover for past infringement, if any, of said marks or said registrations.

This agreement is effective January 27, 2011, *nunc pro tunc*.

BIO-ENGINEERED SUPPLEMENTS & NUTRITION, INC.

Dated: 4/4/13


Brendan Mahon
By: Brendan Mahon

Title: Secretary

STATE OF IL)
)
COUNTY OF Cook) SS

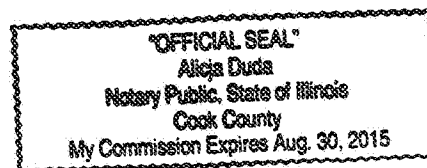
I, Alicja Duda, a Notary Public in and for the county and state aforesaid, do hereby certify that Brendan F Mahon, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act for the uses and purposes therein set forth.

In witness whereof, I have hereunto set my hand and Notarial Seal, this 4th day of April, 2013.

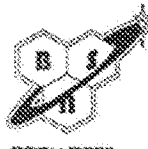

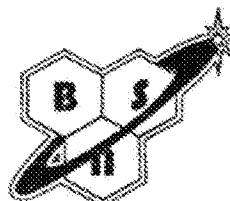

Notary Public


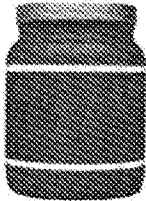
MY COMMISSION EXPIRES:

Aug. 30, 2015



SCHEDULE A

U.S. REGISTRATION NO.	TRADEMARK	REGISTRATION DATE
3,218,029	CELLMASS	March 13, 2007
3,222,669	NITRIX	March 27, 2007
3,222,670	ENDORUSH	March 27, 2007
3,222,673	TRUE-MASS	March 27, 2007
3,222,682	FINISH FIRST	March 27, 2007
3,222,684	ENERGIZE YOUR CORE	March 27, 2007
3,222,696	LIVE FOR THE PUMP!	March 27, 2007
3,227,620	BSN FINISH FIRST Logo 	April 10, 2007
3,324,295	ONCE YOU TRY IT, YOU WILL NEVER TRAIN WITHOUT IT!	October 30, 2007
3,332,655	ATRO-PHEX	November 6, 2007
3,354,666	THE MASS STACK	December 11, 2007
3,364,213	SUPPLEMENTAL PYRAMID Logo 	January 8, 2008
3,442,815	THE FIT STACK	June 3, 2008
3,442,817	THE ELITE PHYSIQUE STACK	June 3, 2008
3,477,710	ENERGY & PERFORMANCE RUSH	July 29, 2008
3,478,948	BSN Logo 	August 5, 2008

U.S. REGISTRATION NO.	TRADEMARK	REGISTRATION DATE
3,479,325	WALL OF RED	August 5, 2008
3,530,674	AVPT	November 11, 2008
3,576,909	YOUR ULTIMATE PHYSIQUE & PERFORMANCE GATEWAY	February 17, 2009
3,577,778	VOLUMAIZE	February 17, 2009
3,617,396	N-TRAINING	May 5, 2009
3,653,074	BSN	July 14, 2009
3,704,626	X-PLODE	November 3, 2009
3,819,697	ONCE YOU TRAIN WITH IT, YOU WILL NEVER EVOLVE WITHOUT IT!	July 13, 2010
3,819,698	WHERE MASS AND EVOLUTION BEGIN!	July 13, 2010
3,855,341	BODY & STYLE	October 5, 2010
3,885,154	THE MASS STACK	December 7, 2010
3,887,255	EPOZINE-O ₂	December 7, 2010
3,955,600	ENDO BURN	May 3, 2011
4,089,731	BSN SUPPLEMENT PYRAMID	January 24, 2012
4,095,216	LABEL (Stylized Mark) 	February 7, 2012
4,192,619	BOTTLE & LABEL (Stylized) 	August 21, 2012