

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                |
|-----------------------------|----------|----------------|----------------------------|
| Novus Nutrition Brands, LLC |          | 03/15/2013     | LIMITED LIABILITY COMPANY: |

**RECEIVING PARTY DATA**

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Name:</b>           | Altera International, Ltd           |
| <b>Street Address:</b> | 3021 West County Road 64            |
| <b>City:</b>           | Fort Collins                        |
| <b>State/Country:</b>  | COLORADO                            |
| <b>Postal Code:</b>    | 80524                               |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY: COLORADO |

**PROPERTY NUMBERS Total: 22**

| Property Type        | Number  | Word Mark        |
|----------------------|---------|------------------|
| Registration Number: | 3914488 | ALEIRA           |
| Registration Number: | 3254224 | ANGEL OF MERCY   |
| Registration Number: | 3775504 | ANI-MOTION       |
| Registration Number: | 3550819 | ARENUS           |
| Registration Number: | 3550893 |                  |
| Registration Number: | 3306934 | ASSURE           |
| Registration Number: | 3302175 | ASSURE PLUS      |
| Registration Number: | 3307080 | ASSURE SYSTEM    |
| Registration Number: | 3262430 | BOTANICAL ANIMAL |
| Registration Number: | 4017016 | COATPLUS         |
| Registration Number: | 3775506 | CRISEASE         |
| Registration Number: | 3254225 | DEVIL BE GONE    |
| Registration Number: | 3252422 | EASY DOES IT     |
| Registration Number: | 3775505 | FLY AWAY         |

**TRADEMARK**

OP \$565.00 3914488

|                      |         |              |
|----------------------|---------|--------------|
| Registration Number: | 3288109 | GST          |
| Registration Number: | 3243009 | MELLOW OUT   |
| Registration Number: | 3775503 | RELAXHER     |
| Registration Number: | 4010361 | RELEIRA      |
| Registration Number: | 3764211 | RICOCHET     |
| Registration Number: | 2773470 | SORE NO MORE |
| Registration Number: | 3550847 | STEADFAST    |
| Registration Number: | 3547485 | TELAFIRM     |

**CORRESPONDENCE DATA**

Fax Number:

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

Email: clara.altman@gmail.com

Correspondent Name: Clara Altman

Address Line 1: 500 N. Link Lane

Address Line 4: Fort Collins, COLORADO 80524

NAME OF SUBMITTER:

Clara Altman

Signature:

/cja/

Date:

05/15/2013

**Total Attachments: 7**

source=Altera Trademark Assignments#page1.tif

source=Altera Trademark Assignments#page2.tif

source=Altera Trademark Assignments#page3.tif

source=Altera Trademark Assignments#page4.tif

source=Altera Trademark Assignments#page5.tif

source=Altera Trademark Assignments#page6.tif

source=Altera Trademark Assignments#page7.tif


## ASSIGNMENT

1. WHEREAS, Novus Nutrition Brands, LLC, a Delaware limited liability company ("NNB") and Novus International, Inc., a Delaware corporation ("Novus International") (NNB and Novus International are sometimes referred to herein each as an "Assignor" and collectively as "Assignors"), has adopted and used in its business certain trademarks and domain names; and
2. WHEREAS, Assignors have certain trademarks, trademark applications, registrations, expired registrations and domain names throughout the world relating to said trademarks, including, but not necessarily limited to, those listed in the attached Appendix A; and
3. WHEREAS, Altera International, Ltd., a Colorado limited liability company, with offices at 3021 West County Road 64, Fort Collins, Colorado, 80524 ("Assignee"), is desirous of acquiring the entire right, title and interest of Assignors in said trademarks, applications, registrations, domain names, and any rights remaining in expired registrations, together with the good will of the business in connection with which said trademarks and domain names are used; and
4. NOW THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignors in hand paid, receipt of all of which is hereby acknowledged, Assignors have agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignors' right, title and interest throughout the world in and to said trademarks, trademark applications, trademark registrations, domain names and any rights remaining in expired trademark registrations and domain names, whether or not listed on Appendix A, together with the good will of the business in connection with which said trademarks and domain names are used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademarks and domain names. Assignors and Assignee agree to execute such further documents as may be reasonably necessary and appropriate to effect recorded transfer of title to such trademarks and domain names; and
5. TO BE HELD AND ENJOYED BY Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignors had this sale and assignment not been made.


[SIGNATURE PAGE TO FOLLOW]

ASSIGNORS

NOVUS NUTRITION BRANDS, LLC

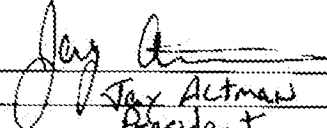
By:   
Name: Alice V. Steckel  
Title: Vice-President + Secretary  
Date: 3-15-2013

NOVUS INTERNATIONAL, INC.

By:   
Name: Thad W. Simens, Jr.  
Title: President + CEO  
Date: 3-15-2013

ASSIGNEE

ALTERA INTERNATIONAL, LTD.

By:   
Name: Jay Altman  
Title: President  
Date: 3-15-13

State of Missouri  
County of St. Charles (ss)

On this 15th day of March in the year 2013, before me, the undersigned Notary Public, personally appeared Alice V. Sterkil, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Cindy L. Minahan  
Notary Public

My Commission Expires:  
December 22, 2016



CINDY L. MINAHAN  
My Commission Expires  
December 22, 2016  
St. Charles County  
Commission #12713296

State of Missouri  
County of St. Charles (ss)

On this 15th day of March in the year 2013, before me, the undersigned Notary Public, personally appeared Thad W. Simons, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Cindy L. Minahan  
Notary Public

My Commission Expires:  
December 22, 2016



CINDY L. MINAHAN  
My Commission Expires  
December 22, 2016  
St. Charles County  
Commission #12713298

State of Missouri  
County of St. Charles (ss)

On this 15<sup>th</sup> day of March in the year 2013, before me, the undersigned Notary Public, personally appeared Jay Allman, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Cindy L. Minahan  
Notary Public

My Commission Expires:  
December 22, 2016



CINDY L. MINAHAN  
My Commission Expires  
December 22, 2016  
St. Charles County  
Commission # 12713298

**APPENDIX A**

| <u>COUNTRY</u> | <u>TRADEMARK</u> | <u>APP. NO.</u> | <u>REG. NO.</u> | <u>STATUS</u> |
|----------------|------------------|-----------------|-----------------|---------------|
| ARGENTINA      |                  |                 |                 |               |
|                | ASSURE           | 3084825         |                 | PENDING       |
|                | STEADFAST        | 3083208         | 2518319         | REGISTERED    |
|                | STEADFAST        | 3083210         | 2518321         | REGISTERED    |
| BRAZIL         |                  |                 |                 |               |
|                | ASSURE           | 831060069       |                 | PENDING       |
| CANADA         |                  |                 |                 |               |
|                | ARENUS           | 1338534         | TMA765,378      | REGISTERED    |
|                | ARENUS Logo      | 1343495         | TMA765,551      | REGISTERED    |
|                | SECURE           | 1577143         |                 | PENDING       |
|                | STEADFAST        | 1493115         | TMA813,426      | REGISTERED    |
| CHINA          |                  |                 |                 |               |
|                | ARENUS           | 6819472         | 6819472         | REGISTERED    |
|                | ARENUS           | 6819471         | 6819471         | REGISTERED    |
|                | ARENUS           | 6819470         | 6819470         | REGISTERED    |
|                | ARENUS Logo      | 6819473         | 6819473         | REGISTERED    |
|                | ARENUS Logo      | 6819474         | 6819474         | REGISTERED    |
|                | ARENUS Logo      | 6819475         | 6819475         | REGISTERED    |
|                | SORE NO-MORE     | 8715393         |                 | ABANDONED     |
|                | STEADFAST        | 6819476         | 6819476         | REGISTERED    |
| EU (CTM)       |                  |                 |                 |               |
|                | ARENUS           | 8303323         | 8303323         | REGISTERED    |
|                | ARENUS Logo      | 8303364         | 8303364         | REGISTERED    |
|                | STEADFAST        | 8303406         | 8303406         | REGISTERED    |
|                | TELAFIRM         | 8303431         | 8303431         | REGISTERED    |
| HONG KONG      |                  |                 |                 |               |
|                | SORE NO-MORE     | 301740032       |                 | ABANDONED     |
| INDIA          |                  |                 |                 |               |
|                | ARENUS           | 1706861         |                 | PENDING       |
|                | ARENUS Logo      | 1706860         | 1706860         | REGISTERED    |
|                | STEADFAST        | 1706862         | 1706862         | REGISTERED    |



| <u>COUNTRY</u> | <u>TRADEMARK</u>  | <u>APP. NO.</u> | <u>REG. NO.</u> | <u>STATUS</u> |
|----------------|-------------------|-----------------|-----------------|---------------|
| MEXICO         |                   |                 |                 |               |
|                | ASSURE            | 1205051         | 1323044         | REGISTERED    |
|                | ASSURE            | 1205563         | 1262692         | REGISTERED    |
|                | ASSURE PLUS       | 1205050         | 1323043         | REGISTERED    |
|                | ASSURE PLUS       | 1205562         | 1262691         | REGISTERED    |
|                | SORE NO-MORE      | 1121246         |                 | ABANDONED     |
|                | STEADFAST         | 1205561         | 1262080         | REGISTERED    |
|                | STEADFAST         | 1205560         | 1263401         | REGISTERED    |
| TAIWAN         |                   |                 |                 |               |
|                | ASSURE            | 100034981       | 1508651         | REGISTERED    |
|                | COATPLUS          | 100030570       | 1494783         | REGISTERED    |
|                | STEADFAST         | 100030585       |                 | PENDING       |
| U.S.           |                   |                 |                 |               |
|                | ALEIRA            | 85/080,520      | 3914488         | REGISTERED    |
|                | ANGEL OF<br>MERCY | 78/663,845      | 3254224         | REGISTERED    |
|                | ANI-MOTION        | 77/502,147      | 3775504         | REGISTERED    |
|                | ARENUS            | 77/118,891      | 3550819         | REGISTERED    |
|                | ARENUS Logo       | 77/153,818      | 3550893         | REGISTERED    |
|                | ASSURE            | 78/881,000      | 3306934         | REGISTERED    |
|                | ASSURE PLUS       | 78/881,821      | 3302175         | REGISTERED    |
|                | ASSURE SYSTEM     | 78/906,638      | 3307080         | REGISTERED    |
|                | BOTANICAL         |                 |                 |               |
|                | ANIMAL            | 78/599,898      | 3262430         | REGISTERED    |
|                | COATPLUS          | 85/090,951      | 4017016         | REGISTERED    |
|                | CRISEASE          | 77/502,163      | 3775506         | REGISTERED    |
|                | DEVIL BE GONE     | 78/663,848      | 3254225         | REGISTERED    |
|                | EASY DOES IT      | 78/663,850      | 3252422         | REGISTERED    |
|                | FLY AWAY          | 77/502,152      | 3775505         | REGISTERED    |
|                | GST               | 78/883,610      | 3288109         | REGISTERED    |
|                | MELLOW OUT        | 78/663,838      | 3243009         | REGISTERED    |
|                | RELAXIER          | 77/502,096      | 3775503         | REGISTERED    |
|                | RELEIRA           | 85/067,798      | 4010361         | REGISTERED    |
|                | RICOCHET          | 77/502,199      | 3764211         | REGISTERED    |
|                | SORE NO MORE      | 76/473,140      | 2773470         | REGISTERED    |
|                | STEADFAST         | 77/136,305      | 3550847         | REGISTERED    |
|                | TELA FIRM         | 77/131,192      | 3547485         | REGISTERED    |