

## 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
Lance Collins		08/01/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	CORE 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: 4			
Property Type	Number	Word Mark	
Serial Number:	85814924	CORE BAR	
Serial Number:	85720380	CORE HYDRATION	
Serial Number:	85146421	CORE NATURAL	
Registration Number:	4301383	CORE NATURAL	
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		
Correspondent Name:	Adam Mandell		
Address Line 1:	2200 Clarendon Blvd., Ste 1400		
Address Line 4:	Arlington, VIRGINIA 22201		
ATTORNEY DOCKET NUMBER:	LCOLLINS-0081-X		
NAME OF SUBMITTER:	Adam D. Mandell		

CH \$115.00 85814924

Signature:	/adm/
Date:	08/01/2013
Total Attachments: 2 source=CoreAssmt#page1.tif source=CoreAssmt#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment (the "Assignment") is made effective as of August 1, 2013 from Lance Collins, an individual residing in the state of California (the "Assignor"), to CORE NUTRITION, LLC, a limited liability company organized under the laws of the state of Delaware with an address of 630 Clinton Place, Beverly Hills, CA 90210 (the "Assignee").

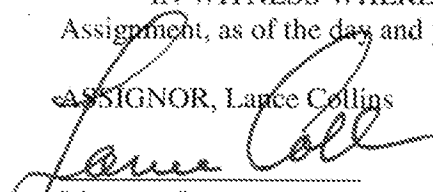
WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used as well as that part of the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

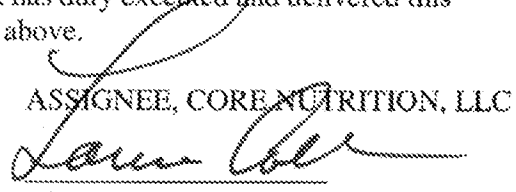
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its rights, title, and interest in and to the Marks, the goodwill associated therewith and that part of the business to which the marks pertain.

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 and Services 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  
  
[signature]

ASSIGNEE, CORE NUTRITION, LLC  
  
[signature]

By: Lance Collins  
Its: CO-FOUNDER

## EXHIBIT A

Jurisdiction	Serial No.	Application Date	Registration No.	Registration Date	Word Mark
United States	85814924	January 3, 2013	n/a	n/a	CORE BAR
United States	85720380	September 4, 2012	n/a	n/a	CORE HYDRATION
United States	85146421	October 6, 2010	n/a	n/a	CORE NATURAL
United States	85685774	July 24, 2012	4301383	March 12, 2013	CORE NATURAL
Canada	1536421	July 20, 2011	n/a	n/a	CORE NATURAL
European Community	010255057	September 9, 2011	010255057	February 9, 2012	CORE NATURAL

*JEG*