

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
Deloitte Restructuring Inc., as trustee in bankruptcy of Canusa Products Inc.		08/27/2013	TRUSTEE: ONTARIO
RECEIVING PARTY DATA			
Name:	Cruz Bay Publishing, Inc.		
Street Address:	300 Continental Boulevard, Suite 650		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3541855	ROBERT KENNEDY'S MAXIMUM FITNESS	
Registration Number:	3303847	MAXIMUM FITNESS	
CORRESPONDENCE DATA			
Fax Number:	7346231625		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(734) 623-1678		
Email:	nhudge@dickinsonwright.com		
Correspondent Name:	Nora Hudge, Paralegal		
Address Line 1:	Dickinson Wright PLLC		
Address Line 2:	350 South Main Street, Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	27932-372		
NAME OF SUBMITTER:	Nora Hudge, Paralegal		

OP \$65.00 3541855

Signature:	/Nora Hudge/
Date:	09/17/2013
Total Attachments: 3 source=Trademark Assignment - Canusa Products to Cruz Bay#page1.tif source=Trademark Assignment - Canusa Products to Cruz Bay#page2.tif source=Trademark Assignment - Canusa Products to Cruz Bay#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Deloitte Restructuring Inc., in its capacity as trustee in bankruptcy of Canusa Products Inc., a company incorporated pursuant to the laws of Ontario ("Assignor"), has agreed to sell, assign and transfer Canusa Products Inc.'s right, title and interest in and to the trademarks listed below (the "Marks"):

Mark	Country	Serial/Reg. No.
ROBERT KENNEDY'S MAXIMUM FITNESS	U.S.	3,541,855
MAXIMUM FITNESS	U.S.	3,303,847
REPS	U.S.	N.A.
REPS (logo)	U.S.	N.A.
REAL ENDURANCE. POWER. STRENGTH	U.S.	N.A.
AMERICAN CURVES (word)	U.S.	N.A.
AMERICAN CURVES (logo)	U.S.	N.A.
REPS! REPS	U.K.	2,466,830

WHEREAS, CRUZ BAY PUBLISHING, INC., a Delaware corporation ("Assignee"), desires to acquire all of Canusa Products Inc.'s right, title and interest in and to the Marks and the applications/registrations therefor, as well as all associated goodwill as successor to the business of Canusa Products Inc. to which the Marks relate;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee, effective as of August 30, 2013, all of Canusa Products Inc.'s right, title and interest in the Marks and the applications/registrations therefor, together with the goodwill of the business symbolized by the Marks.

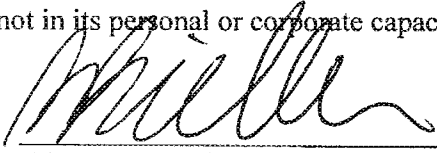
AND the parties agree that from and after the execution and delivery of this Assignment, the Assignor shall have no obligations whatsoever in respect of the Marks (including, without limitation, no obligation to make or maintain any registrations in respect of same).

AND notwithstanding anything contained herein to the contrary, this Assignment shall not constitute an agreement to assign or transfer any Marks to the extent that such Marks are not assignable or transferrable under applicable agreement or at law.

[SIGNATURE PAGE FOLLOWS]

Executed on August 27th, 2013

DELOITTE RESTRUCTURING INC.,
solely in its capacity as trustee in bankruptcy of
the estate of **CANUSA PRODUCTS INC.**
and not in its personal or corporate capacity

By: 

Name: Rob Biehler

Title: Senior Vice President

I have authority to bind the corporation.