

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|------------------------------|-------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | SECURITY INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------|----------|----------------|-------------------------------------|
| Dymatize Enterprises, LLC | | 02/28/2014 | LIMITED LIABILITY COMPANY: DELAWARE |

RECEIVING PARTY DATA

| | |
|--------------------------|---|
| Name: | Wells Fargo Bank, National Association, as Administrative Agent |
| Street Address: | 1700 Lincoln Street |
| Internal Address: | 3rd Floor-MAC C7300-033 |
| City: | Denver |
| State/Country: | COLORADO |
| Postal Code: | 80203-4500 |
| Entity Type: | National Association: UNITED STATES |

PROPERTY NUMBERS Total: 24

| Property Type | Number | Word Mark |
|----------------------|---------|------------------------|
| Registration Number: | 2513259 | EXCITE |
| Registration Number: | 2629349 | DYMA-BURN |
| Registration Number: | 2728045 | MEGA GAINER |
| Registration Number: | 2690861 | DYMATIZE |
| Registration Number: | 2952621 | ELITE WHEY PROTEIN |
| Registration Number: | 3114648 | AMP'D |
| Registration Number: | 3114686 | XPAND |
| Registration Number: | 3463283 | BUILDING BETTER BODIES |
| Registration Number: | 3531936 | NATURE'S ANABOLIC |
| Registration Number: | 3981897 | VIPER |
| Registration Number: | 3525693 | FEEL THE BURN |
| Registration Number: | 3518415 | OATS 'N MORE |
| Registration Number: | 4117731 | ELITE CASEIN |

OP \$615.00 2513259

| | | |
|----------------------|----------|--------------------------------------|
| Registration Number: | 4087976 | ELITE FUSION 7 |
| Registration Number: | 4087977 | ELITE GOURMET |
| Registration Number: | 4090746 | ELITE MASS |
| Registration Number: | 4299954 | ELITE XT |
| Registration Number: | 4090761 | ELITE ATHLETES DEMAND ELITE PRODUCTS |
| Registration Number: | 4312750 | ISO.100 |
| Registration Number: | 4424868 | ELITE RECOUP |
| Serial Number: | 85875131 | JOINT TECH |
| Serial Number: | 85864191 | ELITE MEGA GAINER |
| Serial Number: | 85939961 | PURSUIT RX |
| Serial Number: | 85959322 | PURSUIT RX |

CORRESPONDENCE DATA

Fax Number: 2127514864
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 212-906-1200
Email: angela.amaru@lw.com
Correspondent Name: Latham & Watkins LLP c/o Angela M. Amaru
Address Line 1: 885 Third Avenue
Address Line 2: Suite 1000
Address Line 4: New York, NEW YORK 10022

| | |
|-------------------------|---------------------|
| ATTORNEY DOCKET NUMBER: | 039269-0326 |
| NAME OF SUBMITTER: | Angela M. Amaru |
| Signature: | /s/ Angela M. Amaru |
| Date: | 03/03/2014 |

Total Attachments: 7
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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This INTELLECTUAL PROPERTY SECURITY AGREEMENT, dated as of February 28, 2014 (as amended, restated, supplemented or otherwise modified from time to time, the “Intellectual Property Security Agreement”), is made by each of the signatories hereto (collectively, the “Grantors”) and Wells Fargo Bank, National Association, as Administrative Agent (in such capacity, the “Administrative Agent”) for the Secured Parties (as defined in the Credit Agreement referred to below).

WHEREAS, Post Holdings, Inc., a Missouri corporation (the “Borrower”), has entered into a Credit Agreement, dated as of January 29, 2014 (as amended, restated, supplemented, replaced or otherwise modified from time to time, the “Credit Agreement”), with the banks and other financial institutions and entities from time to time party thereto, and the Administrative Agent.

WHEREAS, it is a condition precedent to the obligation of the Lenders to make their respective extensions of credit to the Borrower under the Credit Agreement that the Grantors shall have executed and delivered that certain Guarantee and Collateral Agreement, dated as of January 29, 2014, in favor of the Administrative Agent (as amended, restated, supplemented, replaced or otherwise modified from time to time, the “Guarantee and Collateral Agreement”). Capitalized terms used and not defined herein have the meanings given such terms in the Guarantee and Collateral Agreement.

WHEREAS, under the terms of the Guarantee and Collateral Agreement, the Grantors have granted a security interest in certain property, including, without limitation, the Intellectual Property Collateral (as defined below), to the Administrative Agent for the benefit of the Secured Parties, and have agreed as a condition thereof to execute this Intellectual Property Security Agreement for recording with the United States Patent and Trademark Office, the United States Copyright Office, the Canadian Intellectual Property Office, and any other applicable Governmental Authority or any political subdivision thereof of the United States or Canada.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantors agree as follows:

SECTION 1. Grant of Security. Each Grantor hereby grants to the Administrative Agent for the benefit of the Secured Parties a security interest in and to all of such Grantor’s right, title and interest in and to the following (the “Intellectual Property Collateral”), as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of such Grantor’s Obligations:(i) all trademarks, service marks, trade names, corporate names, company names, business names, trade dress, trade styles, logos, or other indicia of origin or source identification, trademark and service mark registrations, and applications for trademark or service mark registrations and any new divisions, extensions or renewals thereof, including, without limitation, each registration and application identified in Schedule 1, however, not including any pending “intent-to-use” application for registration of a trademark or service mark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal Law, (ii) the right to sue or otherwise recover for any and all past, present and future infringements, dilutions and other violations thereof, (iii) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all licenses entered into in connection therewith, payments arising out of any other sale, lease, license or other disposition thereof and damages and payments for past, present or future infringements, dilutions and other violations thereof), and (iv) all other rights of any kind

whatsoever of such Grantor accruing thereunder or pertaining thereto, together in each case with the goodwill of the business connected with the use of, and symbolized by, each of the above;

(b) (i) all patents, patent applications and patentable inventions, including, without limitation, each issued patent and patent application identified in Schedule 1, (ii) all inventions and improvements described and claimed therein, (iii) the right to sue or otherwise recover for any and all past, present and future infringements and other violations thereof, (iv) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all licenses entered into in connection therewith, payments arising out of any other sale, lease, license or other disposition thereof and damages and payments for past, present or future infringements and other violations thereof), (v) all reissues, divisions, continuations, continuations-in-part, substitutes, renewals, reexaminations and extensions thereof, all improvements thereon, and (vi) all other rights of any kind whatsoever of such Grantor accruing thereunder or pertaining thereto;

(c) (i) all copyrights, whether or not the underlying works of authorship have been published, and all works of authorship and other intellectual property rights therein, all copyrights of works based on, incorporated in, derived from or relating to works covered by such copyrights, all right, title and interest to make and exploit all derivative works based on or adopted from works covered by such copyrights, and all copyright registrations and copyright applications, and any renewals or extensions thereof, including, without limitation, each registration and application identified in Schedule 1, (ii) the rights to print, publish and distribute any of the foregoing, (iii) the right to sue or otherwise recover for any and all past, present and future infringements and other violations thereof, (iv) all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all licenses entered into in connection therewith, payments arising out of any other sale, lease, license or other disposition thereof and damages and payments for past, present or future infringements and other violations thereof), and (v) all other rights of any kind whatsoever of such Grantor accruing thereunder or pertaining thereto; and

(d) any and all proceeds of the foregoing.

SECTION 2. Recordation. Each Grantor authorizes and requests that the Register of Copyrights, the Commissioner of Patents and Trademarks and any other applicable government officer record this Intellectual Property Security Agreement.

SECTION 3. Execution in Counterparts. This Intellectual Property Security Agreement may be executed in any number of counterparts (including by facsimile or other electronic imaging means), each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

SECTION 4. Governing Law. This Intellectual Property Security Agreement and all claims or causes of action (whether in contract, tort or otherwise) that may be based upon, arise out of or relate in any way hereto or the negotiation, execution or performance thereof or the transactions contemplated hereby, unless otherwise expressly set forth therein, shall be governed by, and construed in accordance with, the law of the state of New York.

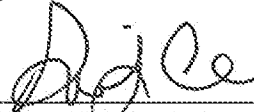
SECTION 5. Conflict Provision. This Intellectual Property Security Agreement has been entered into in conjunction with the provisions of the Guarantee and Collateral Agreement and the Credit Agreement. The rights and remedies of each party hereto with respect to the security interest granted herein are without prejudice to and are in addition to those set forth in the Guarantee and Collateral Agreement and the Credit Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Intellectual Property Security Agreement are

in conflict with the Guarantee and Collateral Agreement or the Credit Agreement, the provisions of the Guarantee and Collateral Agreement or the Credit Agreement shall govern.

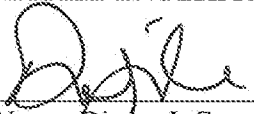
[Signature Page Follows]

IN WITNESS WHEREOF, each of the undersigned has caused this Intellectual Property Security Agreement to be duly executed and delivered as of the date first above written.

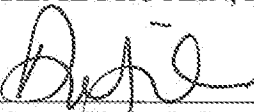
**CUSTOM NUTRICEUTICAL LABORATORIES,
LLC**

By: 
Name: Diedre J. Gray
Title: Secretary

DYMATIZE ENTERPRISES, LLC

By: 
Name: Diedre J. Gray
Title: Secretary

SUPREME PROTEIN, LLC

By: 
Name: Diedre J. Gray
Title: Secretary

**WELLS FARGO BANK, NATIONAL
ASSOCIATION, as Administrative Agent**

By: _____
Name: _____
Title: _____

IN WITNESS WHEREOF, each of the undersigned has caused this Intellectual Property Security Agreement to be duly executed and delivered as of the date first above written.

**CUSTOM NUTRICEUTICAL LABORATORIES,
LLC**

By: _____
Name: Diedre J. Gray
Title: Secretary

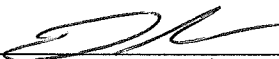
DYMATIZE ENTERPRISES, LLC

By: _____
Name: Diedre J. Gray
Title: Secretary

SUPREME PROTEIN, LLC

By: _____
Name: Diedre J. Gray
Title: Secretary

**WELLS FARGO BANK, NATIONAL
ASSOCIATION, as Administrative Agent**

By:  _____
Name: Daniel R. Van Aken
Title: Director

PATENTS

| Title of Patent | Jurisdiction | Type | Serial No. | Status | Owner |
|--|---------------------|-------------------------------|-------------------|---------------|---------------------------|
| Packaged Protein – Enriched Food Product | US | Divisional Patent Application | 13108884 | Pending | Dymatize Enterprises, LLC |

TRADEMARKS

| Mark | Jurisdiction | Appl. SN | Registration No. | Status | Owner |
|------------------------------------|---------------------|-----------------|-------------------------|---------------|---|
| DYMATIZE | Canada | 601438 | 601438 | Registered | Dymatize Enterprises, LLC |
| SUPREME PROTEIN | Canada | 1546640 | N/A | Pending | Supreme Protein, LLC |
| JOINT TECH | US | 85/875131 | N/A | Pending | Dymatize Enterprises, LLC |
| EXCITE | US | 75802630 | 2513259 | Registered | Dymatize Enterprises, LLC |
| DYMA-BURN | US | 76279228 | 2629349 | Registered | Dymatize Enterprises, LLC |
| MEGA GAINER | US | 76361936 | 2728045 | Registered | Dymatize Enterprises, LLC |
| DYMATIZE | US | 76423233 | 2690861 | Registered | Dymatize Enterprises, LLC |
| ELITE WHEY PROTEIN | US | 76507374 | 2952621 | Registered | Dymatize Enterprises, LLC |
| SUPREME PROTEIN | US | 76546308 | 3064557 | Registered | Supreme Protein, LLC |
| AMP'D | US | 76573491 | 3114648 | Registered | Dymatize Enterprises, LLC |
| XPAND | US | 76597352 | 3114686 | Registered | Dymatize Enterprises, LLC |
| BUILDING BETTER BODIES | US | 77107115 | 3463283 | Registered | Dymatize Enterprises, LLC |
| NATURE'S ANABOLIC | US | 77236429 | 3531936 | Registered | Dymatize Enterprises, LLC |
| SUPREME PROTEIN | US | 77448682 | 3751085 | Registered | Supreme Protein, LLC |
| SUPREME PROTEIN FOR A SUPREME BODY | US | 77479088 | 3540283 | Registered | Supreme Protein, LLC |
| VIPER | US | 77588765 | 3981897 | Registered | Dymatize Enterprises, LLC |
| IT'S ALMOST UNFAIR | US | 77807169 | 3958643 | Registered | Supreme Protein, LLC |
| SUPREME PROTEIN & Design | US | 77811240 | 3869197 | Registered | Supreme Protein, LLC |
| THE PERFECT WEAPON | US | 77832725 | 3884059 | Registered | Supreme Protein, LLC |
| ENERGY-CORE | US | 77832769 | 3891151 | Registered | Supreme Protein, LLC |
| VISCOLEAN | US | 78314422 | 2897407 | Registered | Custom Nutraceutical Laboratories, Inc. |
| ZYTRIX | US | 78330332 | 2910982 | Registered | Custom Nutraceutical Laboratories, Inc. |
| FEEL THE BURN | US | 78568032 | 3525693 | Registered | Dymatize Enterprises, LLC |
| OATS 'N MORE | US | 78897405 | 3518415 | Registered | Dymatize Enterprises, LLC |
| ELITE CASEIN | US | 85349342 | 4117731 | Registered | Dymatize Enterprises, LLC |
| ELITE FUSION 7 | US | 85349360 | 4087976 | Registered | Dymatize Enterprises, LLC |
| ELITE GOURMET | US | 85349377 | 4087977 | Registered | Dymatize Enterprises, LLC |
| ELITE MASS | US | 85349392 | 4090746 | Registered | Dymatize Enterprises, LLC |
| ELITE NATURAL | US | 85349403 | N/A | Pending | Dymatize Enterprises, LLC |
| ELITE RECOVERY | US | 85349438 | N/A | Pending | Dymatize Enterprises, LLC |

| Mark | Jurisdiction | Appl. SN | Registration No. | Status | Owner |
|--|--------------|----------|------------------|--|--|
| ELITE XT | US | 85349572 | 4299954 | Registered | Dymatize Enterprises, LLC |
| ELITE ATHLETES DEMAND ELITE PRODUCTS | US | 85349640 | 4090761 | Registered | Dymatize Enterprises, LLC |
| YOUR AMBITION OUR NUTRITION | US | 85581310 | N/A | Pending | Supreme Protein, LLC |
| YOUR AMBITION | US | 85581340 | N/A | Pending | Supreme Protein, LLC |
| NITRO2GRANIT | US | 85598283 | N/A | Pending | Custom Nutraceutical Laboratories, Inc. |
| CAPSATONE | US | 85598286 | N/A | Pending | Custom Nutraceutical Laboratories, Inc. |
| XANATHIN & Design | US | 85598288 | N/A | Pending | Custom Nutraceutical Laboratories, Inc. |
| CHAIN-SOL | US | 85598289 | N/A | Pending | Custom Nutraceutical Laboratories, Inc. |
| EPX 200 | US | 85598291 | N/A | Pending | Custom Nutraceutical Laboratories, Inc. |
| D & Design Logo | US | 85623379 | N/A | Pending (Opposed by Duke University) | Dymatize Enterprises, LLC |
| D DYMATIZE NUTRITION & Design | US | 85623404 | N/A | Pending | Dymatize Enterprises, LLC |
| D NUTRITION & Design | US | 85642649 | N/A | Pending | Dymatize Enterprises, LLC |
| ISO 100 | US | 85697342 | 43127520 | Registered | Dymatize Enterprises, LLC |
| PRO-J | US | 85791853 | N/A | Pending | Dymatize Enterprises, LLC |
| INTRAAMINO | US | 85835619 | N/A | Pending | Dymatize Enterprises, LLC |
| ELITE MEGA GAINER | US | 85864191 | N/A | Pending | Dymatize Enterprises, LLC |
| ELITE RECOUP | US | 85864213 | 4424868 | Registered | Dymatize Enterprises, LLC |
| PERFORM RX | US | 85866182 | N/A | Pending | Dymatize Enterprises, LLC |
| LEGITFIT | US | 85866191 | N/A | Pending | Dymatize Enterprises, LLC |
| PURSUIT RX | US | 85939961 | N/A | Pending | Dymatize Enterprises, LLC |
| PURSUIT RX & Design | US | 85959322 | N/A | Pending | Dymatize Enterprises, LLC |
| LEUCINE TRIGGER | US | 86036867 | N/A | Pending | Dymatize Enterprises, LLC |
| RESEARCHER'S CHOICE | US | 86036874 | N/A | Pending | Dymatize Enterprises, LLC |
| RESEARCHER'S CHOICE (class 35) | US | 86036883 | N/A | Pending | Dymatize Enterprises, LLC |
| SUPREME PROTEIN & DESIGN | US | 86157118 | N/A | Pending | Supreme Protein, LLC |