

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323657

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Prince Agri Products, Inc.		10/24/2014	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Standard Nutrition		
Street Address:	11823 Arbor Street, Suite 100		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68144		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77366271	RELEASE2	
CORRESPONDENCE DATA			
Fax Number:	3122368176		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3122368500		
Email:	docket@cookalex.com		
Correspondent Name:	COOK ALEX LTD.		
Address Line 1:	200 West Adams Street, Suite 2850		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	0750-0042		
NAME OF SUBMITTER:	Raymond M. Mehler		
SIGNATURE:	/Raymond M. Mehler/		
DATE SIGNED:	11/19/2014		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Assignment, effective this 16 day of October, 2014, is made by and between Prince Agri Products, Inc., located at 229 Radio Road, Quincy, Illinois 62306 ("ASSIGNOR") to Standard Nutrition, located at 11823 Arbor Street, Suite, 100, Omaha, NE 68144 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the proprietor and owner of the entire right, title and interest in and to the mark Release² and to the registration for such mark, namely US Trademark Registration No. 3,588,572, registered March 10, 2009 (the "Trademark Rights"), together with all goodwill associated therewith.

WHEREAS, ASSIGNEE is desirous of acquiring the Trademark Rights together with the goodwill associated therewith in accordance with this Assignment, as well as all of the rights and privileges associated therewith.

WHEREAS, ASSIGNOR and ASSIGNEE are desirous that ASSIGNEE shall have all right title and interest and good will in, associated with or to be associated with the Trademark Rights.

NOW, THEREFORE, in accordance with the obligations of ASSIGNOR to assign the Trademark Rights and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by ASSIGNOR:

1. ASSIGNOR hereby assigns and transfers to ASSIGNEE all right, title and interest in and to the Trademark Rights, together with the goodwill of the business pertaining to, symbolized by, and associated with the Trademarks Rights throughout the United States of America, including the rights in all causes of action, in law or in equity, for past, present or future infringement of the Trademark Rights.

2. Upon signing of this Assignment, ASSIGNEE shall pay ASSIGNOR One Hundred Dollars (\$100.00) in exchange for the right, title and interest in and to the Trademark Rights.

3. No later than April 15, 2015, ASSIGNEE agrees to use its best efforts to conduct two large herd dairy evaluations of ASSIGNOR product OmniGen-AF® on a minimum of 4000 dairy cows at agreed upon ASSIGNEE customers.

4. No later than April 15, 2015, ASSIGNEE agrees to use its best efforts to evaluate ASSIGNOR GemStone™ Organic Trace Minerals in their nutrition programs.

5. This Assignment is effective as of the date first written above.

IN WITNESS WHEREOF, ASSIGNEE and ASSIGNOR have executed this Assignment on the date provided below.

PRINCE AGRI PRODUCTS, INC.

Signature: _____

Name: Dean Warras

Title: President

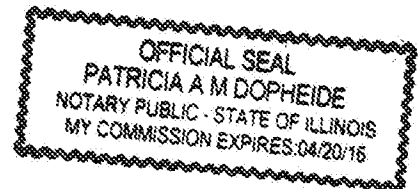
State of Illinois
County of Adams

On October 24 2014 personally appeared Dean Warras who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed same in his/her authorized capacity, and that by his/her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

I certify under penalty of perjury that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Patricia A. M. Dopheide (SEAL)
Notary Public



STANDARD NUTRITION

Signature: *William F. Dyer*
Name: William F. Dyer
Title: President

State of Nebraska
County of Douglas

On October 20, 2014 personally appeared William Dyer who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed same in his/her authorized capacity, and that by his/her signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

I certify under penalty of perjury that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature *Dora L. Hammer* (SEAL)
Notary Public

