

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355716

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|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Robert Marking | | 09/09/2015 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | AdvoCare International, L.P. | | |
| Street Address: | 2801 Summit Ave. | | |
| City: | Plano | | |
| State/Country: | TEXAS | | |
| Postal Code: | 75074 | | |
| Entity Type: | LIMITED PARTNERSHIP: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4754794 | BE A CHAMPION | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 678-553-22 | | |
| <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: | 678-553-2100 | | |
| Email: | atltrademark@gtlaw.com | | |
| Correspondent Name: | Joel R. Feldman, Esq. | | |
| Address Line 1: | 3333 Piedmont Rd., NE, Suite 2500 | | |
| Address Line 2: | Greenberg Traurig, LLP | | |
| Address Line 4: | Atlanta, GEORGIA 30305 | | |
| ATTORNEY DOCKET NUMBER: | 153290.010000 | | |
| NAME OF SUBMITTER: | Joel R. Feldman, Esq. | | |
| SIGNATURE: | /jrf/ | | |
| DATE SIGNED: | 09/21/2015 | | |
| Total Attachments: 1 | | | |
| source=TM-BE A CHAMPION from Marking#page1.tif | | | |

CH \$40.00 4754794

TRADEMARK ASSIGNMENT

WHEREAS, Robert Marking, a United States citizen with a mailing address of 2704 Pointe Circle, Greenacres, FL 33413 ("Assignor"), registered with the Patent and Trademark Office the service mark BE A CHAMPION (the "Mark") under U.S. Reg. No. 4,754,794 (the "Registration"); and

WHEREAS, AdvoCare International, L.P., a Delaware limited partnership with a mailing address of 2801 Summit Ave., Plano, Texas 75074 ("AdvoCare"), wishes to acquire all rights that Assignor has in the Mark and the Registration, together with that part of the good will of the business connected with the use of the Mark and symbolized by the Mark, along with the right to pursue claims and recover damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns, transfers, conveys and delivers to AdvoCare all right, title and interest in and to the Mark, including the Registration and any common-law rights therein, in the United States and throughout the world, and any and all similar designations thereto, together with that part of the good will of the business connected with the use of the Mark and symbolized by the Mark, along with the right to pursue claims and recover damages and profits for past infringements thereof.

ASSIGNOR:

By: Robert Marking
Robert Marking

Date: 9/9/15