

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401340

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Weider Health and Fitness		10/06/2016	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	IFBB Professional League		
Street Address:	5415 Rue Pare		
Internal Address:	Suite 100		
City:	Mont-Royal Quebec		
State/Country:	CANADA		
Postal Code:	H4P 1P7		
Entity Type:	Non-Profit Corporation: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5036992	OLYMPIA FITNESS AND PERFORMANCE WEEKEND	
Registration Number:	5027591	BIKINI OLYMPIA	
CORRESPONDENCE DATA			
Fax Number:	3108205988		
<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:	310-207-3800		
Email:	janet_gass@bstz.com, tm_filings@bstz.com		
Correspondent Name:	Norman Zafman, Esq/Blakely Sokoloff		
Address Line 1:	12400 Wilshire Boulevard		
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Address Line 4:	Los Angeles, CALIFORNIA 90025-1040		
ATTORNEY DOCKET NUMBER:	010030.GTM002		
NAME OF SUBMITTER:	Norman Zafman, Esq.		
SIGNATURE:	/Norman Zafman, Esq./		
DATE SIGNED:	10/07/2016		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARKS
AND
THE UNITED STATES REGISTRATIONS THEREOF

WHEREAS, Weider Health and Fitness, a corporation formed under the laws of the State of Nevada, having a place of business at 20750 Ventura Boulevard Suite 310, Woodland Hills, California 91364 ("ASSIGNOR"), acquired, adopted and used, and thereby owns all rights, title and interests in and to the marks and registrations identified and shown in Exhibit A attached hereto and, by the foregoing reference, incorporated into and made a part hereof (hereinafter the "Registrations" and the "Marks," respectively); and

WHEREAS, IFBB Professional League, a Canadian nonprofit corporation, having a place of business at 5415 Rue Pare, Suite 100, Mont-Royal Quebec H4P 1P7, Canada ("ASSIGNEE"), is desirous of acquiring the entire rights, title and interest in and to the Marks and Registrations and the goodwill associated with the Marks, and ASSIGNOR is willing to assign the same to ASSIGNEE;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, convey and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and entire right, title and interest in and to the Marks and Registrations, and the attendant goodwill symbolized by the Marks, the same to vest in ASSIGNEE immediately.

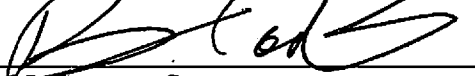
ASSIGNOR hereby represents and warrants that (i) it is the sole owner of the Marks and the goodwill associated therewith and the Registrations relating thereto; (ii) the Registrations thereof were not obtained fraudulently or contrary to any provision of Title 15, Chapter 22 of the United States Code; (iii) the United States Registrations thereof are not the subject of any cancellation proceeding in the United States Patent and Trademark Office; and (iv) it is not aware of any third party who has asserted a claim of any ownership right, title and interest in the Marks or the Registrations. In this connection, ASSIGNOR states that it makes no other representations or warranties, expressed or implied, except as specifically set forth herein.

ASSIGNOR hereby agrees that ASSIGNEE shall have the right to record this instrument of assignment with the United States Patent and Trademark Office, so as to establish ASSIGNEE as owner of record of the Marks and Registrations in the United States.

ASSIGNOR further agrees, at the request of ASSIGNEE and without charge or cost to ASSIGNEE, to (i) execute and have executed any and all other documents of any kind whatsoever required to carry out the intent of this instrument of assignment; (ii) provide whatever information may be required to carry out the intent of this instrument of assignment; and (iii) fully cooperate with ASSIGNEE, as may be reasonably required, to enable ASSIGNEE to duly record this instrument of assignment with the United States Patent and Trademark Office, whereby ASSIGNEE's ownership of the Marks and Registrations is duly made of record in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed on the date indicated below.

Weider Health and Fitness
("ASSIGNOR")

Dated: October 6, 2016 By: 
Bernard J. Cartoon, Secretary

**EXHIBIT A
UNITED STATES REGISTRATIONS**

TRADEMARK/SERVICE MARK	REG. NO.	GOODS/SERVICES/CLASS
BIKINI OLYMPIA	5,027,591	Entertainment services, namely, organizing and conducting bodybuilding contests and competitions, modeling contests and competitions and shows featuring bodybuilding and awards ceremonies rendered live and through broadcast media including television and radio, and via the internet or commercial online service; providing bodybuilding news and information via a global computer network in International Class 41.
OLYMPIA FITNESS AND PERFORMANCE WEEKEND	5,036,992	<p>Series of pre-recorded DVDs featuring bodybuilding contests and competitions, modeling contests and competitions, and shows featuring bodybuilders and awards ceremonies in International Class 9; and</p> <p>Entertainment services, namely, organizing and conducting bodybuilding contests and competitions, modeling contests and competitions and shows featuring bodybuilding and awards ceremonies rendered live and through broadcast media including television and radio, and via the internet or commercial online service; providing bodybuilding news and information via a global computer network; entertainment in the nature of providing an informational and entertainment website in the field of bodybuilding; fan club services, namely, organizing and staging events with fan club members; providing online newsletters in the field of bodybuilding; online journals, namely, blogs, in the fields of bodybuilding entertainment; educational services, namely, organizing and conducting conferences and workshops in the field of bodybuilding, exercise, health, fitness, nutrition and combating drug abuse in International Class 41.</p>