

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM425237

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
iSatori, Inc.		04/13/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Vitamin Shoppe Procurement Services, Inc.		
<b>Street Address:</b>	300 Harmon Meadow Boulevard		
<b>City:</b>	Secaucus		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07094		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3806779	FLASH POINT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124255288		
<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>			
<b>Phone:</b>	212-425-7200		
<b>Email:</b>	tmdocketny@kenyon.com		
<b>Correspondent Name:</b>	James E. Rosini		
<b>Address Line 1:</b>	One Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10004		
<b>ATTORNEY DOCKET NUMBER:</b>	16492/flash		
<b>NAME OF SUBMITTER:</b>	James E. Rosini		
<b>SIGNATURE:</b>	/JER/		
<b>DATE SIGNED:</b>	04/27/2017		
<b>Total Attachments: 1</b>			
source=16492 FLASH POINT Assignment#page1.tif			

CH \$40.00 3806779

ASSIGNMENT

This Assignment is made on this 13 day of April, 2016, by iSatori, Inc., a Delaware corporation with its principal place of business at 15000 W. 6th Ave., Suite #202, Golden, Colorado 80401, (“Assignor”) in favor of Vitamin Shoppe Procurement Services, Inc., a Delaware corporation, with a place of business at 300 Harmon Meadow Boulevard, Secaucus, New Jersey 07094 (“Assignee”).

WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademark “FLASH POINT” for use in connection with “dietary supplements” in International Class 5 (the “Trademark”), including U.S. Trademark Reg. 3,806,779 (the “Registration”), as well as all common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Trademark; and

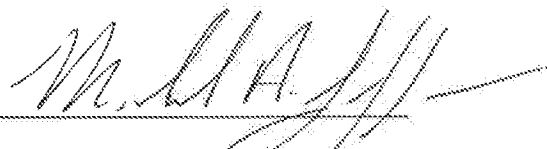
WHEREAS, Assignee wishes to acquire from the Assignor all right, title and interest in and to the Trademark and the Registration and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Trademark, and all other rights pertaining to ownership of the Trademark and the Registration, including the right to recover for past infringement thereof.


NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee its entire right, title, interest in and to the Trademark and the Registration, including in and to all common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Trademark, as well as all other rights pertaining to ownership of the Trademark and Registration, those rights to be held and enjoyed by Assignee, its successors, and/or its assigns.

Assignor hereby authorizes Assignee or Assignee’s authorized representative or assigns to record this Assignment with the United States Patent and Trademark Office or applicable governmental agency or office.

VITAMIN SHOPPE PROCUREMENT SERVICES INC.

iSATORI, INC.

By:   
Name: Michael A. Saffa  
Title: VP, Deputy General Counsel

By:   
Name: Stephen Adele  
Title: Chief Executive Officer