

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM789206

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Intellectual Property Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bulletproof 360, Inc.		02/22/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SG Stonegate Asset Company I, LLC		
Street Address:	123 N. Wacker Drive, Suite 1160		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 29			
Property Type	Number	Word Mark	
Registration Number:	4800307	BRAIN OCTANE	
Registration Number:	4253196	BULLETPROOF	
Registration Number:	5039211	BULLETPROOF	
Registration Number:	5266652	BULLETPROOF	
Registration Number:	5845792	BULLETPROOF	
Registration Number:	5640177	BULLETPROOF	
Registration Number:	5541528		
Registration Number:	6925460		
Registration Number:	6681162		
Registration Number:	5402426	BULLETPROOF LABS	
Registration Number:	5741393	CURCUMIN MAX	
Registration Number:	5506399	EYE ARMOR	
Registration Number:	5237342	FATWATER	
Registration Number:	5238315	FORBOSE	
Registration Number:	5137590	FRENCH KICK	
Registration Number:	5586187	GLUTATHIONE FORCE	
Registration Number:	5910087	INNERFUEL	
Registration Number:	5219218	INSTAMIX	
Registration Number:	5341780	KETOPRIME	

CH \$740.00 4800307

Property Type	Number	Word Mark
Registration Number:	5579681	MITOSWEET
Registration Number:	5313352	NEUROMASTER
Registration Number:	6667639	NUTRITION REIMAGINED
Registration Number:	5429643	POLYPHENOMENAL
Registration Number:	5723011	SMART MODE
Serial Number:	97252755	THE HIGH ACHIEVER
Serial Number:	97686931	THE MAXIMIZER
Serial Number:	87095539	THE MENTALIST
Registration Number:	5030516	UNFAIR ADVANTAGE
Registration Number:	5723010	ZEN MODE

CORRESPONDENCE DATA

Fax Number: 3146673633

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.

Phone: 314-552-6000

Email: ipdocket@thompsoncoburn.com

Correspondent Name: Brendan M. Bement

Address Line 1: One US Bank Plaza

Address Line 2: Thompson Coburn LLP

Address Line 4: St. Louis, MISSOURI 63101

NAME OF SUBMITTER: Brendan M. Bement

SIGNATURE: /brendan m. bement/

DATE SIGNED: 02/23/2023

Total Attachments: 47

source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page1.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page2.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page3.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page4.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page5.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page6.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page7.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page8.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page9.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page10.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page11.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page12.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page13.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page14.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page15.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page16.tif
source=SG Stonegate Bulletproof Intellectual Property Security Agreement (02.23)#page17.tif

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement (this "Agreement") is executed and delivered as of February 22, 2023, by BULLETPROOF 360, INC., a Delaware corporation, ("Borrower"), to SG STONEGATE ASSET COMPANY I, LLC, a Delaware limited liability company ("Lender").

W I T N E S S E T H:

WHEREAS, contemporaneously herewith, Borrower desires Lender to provide certain extensions of credit, loans and other financial accommodations (the "Financial Accommodations") to Borrower pursuant to (a) that certain Loan and Security Agreement of even date herewith, by and between Borrower and Lender (as amended or restated from time to time, the "Loan Agreement"), (b) that certain Revolving Note of even date herewith, executed and delivered by Borrower to Lender in a maximum aggregate principal amount not to exceed Twelve Million and no/100 Dollars (\$12,000,000.00) (as amended or restated from time to time, the "Revolving Note"), (c) that certain Term A Note of even date herewith, executed and delivered by Borrower to Lender in the original principal amount of Three Million and no/100 Dollars (\$3,000,000.00) and (d) the other agreements, documents and instruments now or at any time hereafter executed and delivered in connection with the foregoing (the "Other Agreements") (the Other Agreements, together with the Loan Agreement, the Revolving Note, the Term A Note and any other agreements, documents and instruments now or at any time hereafter executed and delivered in connection with the foregoing are collectively, the "Loan Documents");

WHEREAS, pursuant to the Loan Documents, Borrower granted to Lender a first position priority security interest and lien in and to all of Borrower's assets, including, without limitation, all patents, trademarks, trademark registrations, trade names, copyrights, all applications therefor and all other intellectual or proprietary rights or interests of any kind, nature or description whatsoever;

WHEREAS, Lender is willing to provide the Financial Accommodations to Borrower, provided, among other things, Borrower executes and delivers this Agreement to Lender.

NOW, THEREFORE, in consideration of the Financial Accommodations, the mutual promises and understandings of Borrower and Lender set forth herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Borrower covenants unto and agrees with Lender as follows:

1. **Incorporation of Loan Agreement.** The Loan Documents and the terms and provisions thereof are hereby incorporated herein in their entirety by this reference thereto. All terms in this Agreement, including the Schedules, which have an initial capital letter where not required by the rules of grammar, and which are not otherwise defined herein, are used herein as defined in the Loan Agreement.

2. **Collateral Assignment of Intellectual Property.** To secure the full and timely payment and performance of the Obligations, Borrower hereby grants and conveys to Lender a first position priority security interest and lien in and to all of Borrower's right, title and interest in and to all of its now owned or existing and hereafter acquired or arising (collectively, the "Intellectual Property Collateral");

A. (i) trademarks, trademark registrations and applications therefor, including, without limitation, the trademarks, trademark registrations and applications listed on Schedule "A", (ii) renewals thereof, (iii) all income, royalties, damages and payments now and hereafter due or payable under and with respect thereto, including, without limitation, damages and payments for past or future infringements

thereof, (iv) the right to sue for past, present and future infringements thereof, and (v) all rights corresponding thereto throughout the world (collectively, the "Trademarks");

B. (i) patents, patent registrations and applications therefor, including, without limitation, the inventions and improvements claimed in connection therewith, and the patents, patent registrations and the applications listed on Schedule "B", (ii) renewals, reissues, divisions, continuations, extensions and continuations-in-part thereof, (iii) all income, royalties, damages and payments now or hereafter due or payable under or with respect thereto, including, without limitation, damages and payments for past or future infringements thereof, (iv) the right to sue for past, present and future infringements thereof, and (v) all rights corresponding thereto throughout the world (collectively, the "Patents");

C. (i) copyrights and applications for registration, including, without limitation, the copyrights and applications for registration listed on Schedule "C", (ii) renewals thereof, (iii) all income, royalties, damages and payments now and hereafter due or payable under or with respect thereto, including, without limitation, damages and payments for past or future infringements thereof, (iv) the right to sue for past, present and future infringements thereof, and (v) all rights corresponding thereto throughout the world (collectively, the "Copyrights");

D. license agreements for Trademarks, Patents and Copyrights, whether Borrower is a licensor or licensee under any such license agreement, including, without limitation, the licenses listed on Schedule "D", and the right to prepare for sale, sell and advertise for sale all "Inventory" as defined in the Loan Agreement now or hereafter owned by Borrower and now or hereafter covered by such licenses (collectively, the "Licenses"); and

E. the goodwill of Borrower's business connected with and symbolized by the Trademarks, Patents, Copyrights and Licenses.

This Agreement is made for collateral purposes only. For purposes of clarity, the parties agree and acknowledge that nothing in this Agreement creates or is intended to create a present transfer of any rights (other than the grant of the security interest set forth herein for collateral purposes only), title or interest in the Intellectual Property Collateral and, that unless the parties otherwise agree or following the occurrence of an Event of Default, no such transfer is intended to occur in the future. Borrower acknowledges and agrees that upon the occurrence and continuance of an Event of Default, and upon written notice to Borrower, the Intellectual Property Collateral shall be immediately conveyed to Lender without any further action by any party, and Lender shall have, in accordance with their rights as a security party solely, the power to use and/or sell the Intellectual Property Collateral. Borrower covenants and agrees to execute and deliver to Lender all agreements, instruments, documents and other written matter that Lender may request, in form and substance acceptable to Lender, to perfect and maintain perfected Lender's security interest and lien in and to the Intellectual Property Collateral and to consummate the transactions contemplated by this Section 2.

3. Restrictions on Future Agreements.

A. Borrower agrees that until the Obligations shall have been indefeasibly paid and satisfied in full and the Loan Documents have been terminated, Borrower will not, without Lender's prior written consent, enter into any document, instrument or agreement which is inconsistent with Borrower's obligations under this Agreement. Borrower further agrees that it will not take any action, or permit any action to be taken by others subject to their control, including licensees, or fail to take any action, which would affect the validity or enforcement of the rights transferred to Lender under this Agreement.

B. Borrower hereby represents and warrants to Lender that Borrower has not granted any license to any Person other than Lender in connection with any of the Intellectual Property Collateral. Borrower hereby covenants unto Lender that until the Obligations shall have been indefeasibly paid and satisfied in full and the Loan Documents have been terminated, Borrower shall not grant any license to any third party in connection with the Intellectual Property Collateral without Lender's prior written consent, which consent shall not be unreasonably withheld.

4. **New Trademarks, Patents, Copyrights and Licenses**. Borrower represents and warrants that the Trademarks, Patents, Copyrights and Licenses listed on Schedules "A", "B", "C" and "D" respectively constitute all of the trademarks, trademark registrations, patents, patent registrations, copyrights, applications therefor and licenses now owned by Borrower. If, prior to payment of the Obligations in full, Borrower shall (i) obtain rights to any new trademarks, trademark registrations, trademark applications, patents, patent registrations, patent applications, copyrights, application for copyright registration or licenses, or (ii) become entitled to the benefit of any trademark, trademark registration, trademark application, copyright, application for copyright registration or license renewal, the provisions of Section 2 above shall automatically apply thereto and Borrower shall provide Lender with immediate notice thereof. Borrower hereby authorizes Lender to modify this Agreement by amending Schedules "A", "B", "C" and "D" to include any future trademarks, trademark registrations, trademark applications, patents, patent registrations, patent applications, copyrights, applications for copyright registration and licenses.

5. **Royalties; Terms**. Borrower hereby agrees that the use by Lender of all Intellectual Property Collateral after an Event of Default as described above shall be without any liability for royalties or other related charges from Lender to Borrower. The term of the assignments granted herein shall extend until the earlier of (i) the expiration of each of the respective Trademarks, Patents, Copyrights and Licenses assigned hereunder, or (ii) the payment to Lender of the Obligations in full and the termination of the Loan Documents.

6. **Lender's Right to Inspect**. Lender shall have the right to inspect Borrower's premises and to examine Borrower's books, records and operations, including, without limitation, Borrower's quality control processes. Upon an Event of Default, Borrower agrees that Lender shall have the right to establish such additional product quality controls as Lender, in its sole discretion, may deem necessary to assure maintenance of the quality of products sold by Borrower under the Trademarks, Patents, Copyrights or Licenses. Borrower agrees (i) not to sell or assign its interest in, or grant any licenses under, the Trademarks, Patents, Copyrights or Licenses; (ii) to maintain the quality of any and all products produced in connection with the Intellectual Property Collateral consistent with the quality of said products as of the date hereof; and (iii) not to adversely change or alter the quality of said products in any way without Lender's prior written consent.

7. **Nature and Termination of Lender's Security Interest**. This Agreement is made for collateral purposes only. Except as otherwise provided in Sections 3, 6 and 13 hereof, nothing contained herein shall be deemed to limit in any way Borrower's right to use the Trademarks, Patents, Copyrights or Licenses or to grant to Lender any right to use the Trademarks, Patents, Copyrights or Licenses prior to an Event of Default.

8. **Duties of Borrower**. Borrower shall have the duty (i) to prosecute diligently any trademark, patent and copyright registration pending as of the date hereof or at any time hereafter, until the Obligations shall have been paid in full, (ii) to make applications for trademarks, patents and copyrights, as appropriate, and (iii) to preserve and maintain all Intellectual Property Collateral. Any expenses incurred in connection

with such applications shall be borne by Borrower. Borrower shall not abandon any Intellectual Property Collateral, without the consent of Lender.

9. **Lender's Right to Sue.** Upon an Event of Default, Lender shall have the right, but shall in no way be obligated, to bring suit in its own name or in the name of Borrower to enforce the Trademarks, Patents, Copyrights and Licenses. If Lender shall commence any such suit, Borrower shall, at the request of Lender, do any and all acts and execute any and all instruments, documents and agreements required by Lender to enforce such Intellectual Property Collateral, and Borrower shall promptly, upon demand, reimburse and indemnify Lender for all costs and expenses incurred by Lender in the exercise of its rights and remedies under this Section 9.

10. **Waivers.** Lender's failure at any time or times hereafter to require strict performance by Borrower of any provision of this Agreement shall not waive, affect or diminish any right of Lender thereafter to demand strict compliance and performance therewith. Any suspension or waiver by Lender of an Event of Default shall not suspend, waive or affect any other Event of Default, whether same is prior or subsequent thereto and whether of the same or a different type. None of the undertakings, agreements, warranties, covenants and representations of Borrower contained in this Agreement and no Event of Default by Borrower shall be deemed to have been suspended or waived by Lender unless such suspension or waiver is in writing signed by an officer of Lender and directed to Borrower specifying such suspension or waiver.

11. **Severability.** The provisions of this Agreement are severable, and if any clause or provision shall be held invalid and unenforceable in whole or in part in any jurisdiction, then such invalidity or unenforceability shall affect only such clause or provision, or part thereof, in such jurisdiction, and shall not in any manner affect such clause or provision in any other jurisdiction, or any other clause or provision of this Agreement in any jurisdiction.

12. **Modification.** This Agreement cannot be altered, amended or modified in any way, except as specifically provided in Section 4 hereof or by a writing signed by the parties hereto.

13. **Cumulative Remedies; Power of Attorney; Effect on Loan Agreement.** All of Lender's rights and remedies with respect to the Intellectual Property Collateral, whether established hereby, by the Loan Documents, by any other agreements or by law shall be cumulative and may be exercised singularly or concurrently. Until termination of the Loan Agreement and payment of all the Obligations in full, Borrower hereby authorizes Lender to make, constitute and appoint any officer or agent of Lender as Lender may select, in its sole discretion, as Borrower's true and lawful attorney-in-fact, with power, upon an Event of Default and commencement by Lender of any of its rights and remedies whatsoever, whether pursuant to this Agreement, the Loan Documents, at law, in equity or otherwise, to (a) endorse Borrower's name on all applications, documents, papers and instruments necessary or desirable for Lender in connection with selling the Intellectual Property Collateral, (b) take any other actions with respect to the Intellectual Property Collateral as Lender decides in its sole and absolute discretion, (c) assign, pledge, sell, convey or otherwise transfer title in or dispose of the Intellectual Property Collateral to any person or entity as Lender may determine in its discretion, and (d) grant or issue any non-exclusive license under the Intellectual Property Collateral, to any person or entity. Borrower agrees to indemnify Lender for any infringement claims or other similar claims filed or asserted against Lender from the use of any of the Intellectual Property Collateral. Borrower hereby ratifies all that such attorney shall lawfully do or cause to be done by virtue hereof. This power of attorney shall be irrevocable until the Obligations shall have been paid in full and all financing arrangements between Borrower and Lender have been terminated. Borrower acknowledges and agrees that this Agreement is not intended to limit or restrict in any way the rights and remedies of Lender under the Loan Documents, at law or in equity, but rather is in addition to and intended to facilitate the exercise of such rights and remedies.

14. **Binding Effect; Benefits**. This Agreement shall be binding upon Borrower and its successors and assigns, and shall inure to the benefit of Lender, its nominees, successors and assigns.

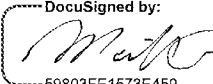
15. **Notice**. Any and all notices, exercises, demands, requests, consents, designations, waivers and other communications required or desired hereunder shall be delivered to the parties hereto at their addresses set forth in the Loan Agreement and shall be effective as set forth in the Loan Agreement.

16. **Governing Law**. This Agreement shall be deemed to have been executed and delivered in Chicago, Illinois, and shall be governed by and construed in accordance with the internal laws (as opposed to conflicts of law provisions) of the State of Illinois.

[signature page follows]

IN WITNESS WHEREOF, Borrower's duly authorized officer has executed this Agreement as of the date first set forth above.

BULLETPROOF 360, INC.,
a Delaware corporation

DocuSigned by:

59803FE1573E459...

By: _____

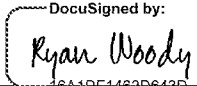
Name: Matthew Amigh

Title: Chief Financial Officer

ACCEPTANCE

The undersigned, SG Stonegate Asset Company I, LLC, a Delaware limited liability company, accepts the foregoing collateral assignment of Intellectual Property.

SG STONEGATE ASSET COMPANY I, LLC,
a Delaware limited liability company

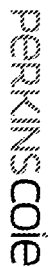
By:  _____
Name: Ryan Woody
Title: Chief Operating Officer

SCHEDULE A

Trademarks and Trademark Registrations

See attached.

Bulletproof 360, Inc.



MARK	APP DATE	REG DATE	STATUS
COUNTRY	APP NO.	REG NO.	
	PRIORITY DATE		

BRAIN OCTANE

AUSTRALIA	2/27/2014	8/5/2015	REGISTERED
	WO1200917	WO1200917	Renewal is Next Action Due
	10/7/2013		

TRADEMARK
REEL: 007983 FRAME: 0279

BAHRAIN	2/27/2014	11/1/2015	REGISTERED
	WO1200917	WO1200917	Renewal is Next Action Due
	10/7/2013		

CANADA	2/28/2014	6/21/2016	REGISTERED
	1,665,891	TMA941,407	Renewal is Next Action Due
	10/7/2013		

EUROPEAN UNION (EUTM & RCL)	2/28/2014	7/15/2014	REGISTERED
	12648945	12648945	Renewal is Next Action Due
	10/7/2013		

JAPAN	9/12/2016	5/12/2017	REGISTERED
	WO1200917	WO1200917	Renewal is Next Action Due
	10/7/2013		

KUWAIT	3/3/2014	5/28/2015	REGISTERED
	148847	122660	Renewal is Next Action Due

CLASS	DESCRIPTION
005	Dietary and nutritional supplements; dietary and nutritional supplements containing MCT Oil; nutritional supplements

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
--------------	--------------------------------------	---------------------	--------

BRAIN OCTANE continued.....

NORWAY	2/27/2014 WO1200917 10/7/2013	12/19/2014 WO1200917	REGISTERED Renewal is Next Action Due
--------	-------------------------------------	-------------------------	--

OMAN	2/27/2014 WO1200917 10/7/2013	11/1/2015 WO1200917	REGISTERED Renewal is Next Action Due
------	-------------------------------------	------------------------	--

QATAR	3/4/2014 87644	1/13/2016 87644	REGISTERED Renewal is Next Action Due
-------	-------------------	--------------------	--

SINGAPORE	2/27/2014 WO1200917 10/7/2013	7/21/2015 WO1200917	REGISTERED Renewal is Next Action Due
-----------	-------------------------------------	------------------------	--

SOUTH KOREA	2/27/2014 WO1200917 10/7/2013	12/23/2014 WO1200917	REGISTERED Renewal is Next Action Due
-------------	-------------------------------------	-------------------------	--

UNITED ARAB EMIR	3/2/2014 206977	9/24/2014 206977	REGISTERED Renewal is Next Action Due
------------------	--------------------	---------------------	--

UNITED KINGDOM	2/28/2014 12648945 10/7/2013	7/15/2014 UK00912648945	REGISTERED
----------------	------------------------------------	----------------------------	------------

005 Dietary and nutritional supplements; dietary and nutritional supplements containing MCT Oil; nutritional supplements

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

BRAIN OCTANE continued.....

UNITED STATES

10/7/2013
86084908
10/7/2013
8/25/2015
4800307
REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary and nutritional supplements containing MCT Oil; nutritional supplements

WIPO

2/27/2014
WO1200917
10/7/2013
2/27/2014
WO1200917
REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary and nutritional supplements containing MCT Oil; nutritional supplements

BULLETPROOF

AUSTRALIA

5/16/2013
WO1162730
3/26/2012
12/18/2013
WO1162730
REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

030 Chocolate; coffee; salt; vanilla

AUSTRALIA

6/6/2016
1775106
12/8/2015
11/22/2017
1775106
REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

011 Electric espresso machines, electric coffee makers

018 Backpacks

021 Non-electric French presses

029 Butter; ghee; dairy products excluding ice cream, ice milk and frozen yogurt; dried meat; meat; fresh meat; meat stocks; instant or pre-cooked soup; soup mixes

030 Uncooked enriched rice; rice; pounded rice cakes (mochi); rice-based snack foods; rice starch flour; baking spices; edible spices; spice blends; spices in the form of powders; frozen dessert

035 Retail store services, featuring audio and video records, tapes and cds and books, videos and magazines in the field of music, food, health, nutrition, fitness and lifestyle wellness

041 Physical fitness training services; providing fitness and exercise facilities; physical fitness studio services, namely, providing group exercise instruction, equipment, and facilities; neuro feedback training

044 Health spa services for health and wellness of the body and spirit; medical services, namely, performing nutrient injection therapy for health purposes; administering intravenous injections of vitamins, minerals, and amino acids

AUSTRALIA

5/26/2016
1773094
11/30/2015
5/13/2019
1773094
REGISTERED
Renewal is Next Action Due

TRADEMARK

REEL: 007983 FRAME: 0281

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE

REG DATE
REG NO.
STATUS

BULLETPROOF continued.....
AUSTRALIA continued.....

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
005	Dietary and nutritional supplements; dietary and nutritional supplements containing mct oil; nutritional supplements; protein supplements; probiotics for domestic use			
009	Display screen protectors for blocking blue light from LED displays; downloadable electronic newsletters delivered by email in the field of food, health, nutrition, fitness, and lifestyle wellness			
021	Containers for household or kitchen use; cups, mugs, beverage glassware, insulated containers for beverages			
030	Coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; nut-based food bars; kits comprised of ingredients for making ice cream; kits comprised of ingredients for making coffee			
035	On-line retail store services featuring a variety of food, health, nutrition, fitness, wellness, and exercise related products; administration of customer loyalty incentive award program through which customers obtain gifts, discounts, and other benefits from purchases; retail store services featuring a bonus incentive program; providing consumer market information services about food, health, nutrition, fitness, and lifestyle wellness via a website			
041	Entertainment services, namely, providing online (non-downloadable) videos in the field of food, health, nutrition, fitness, and lifestyle wellness; production and distribution of movies in the field of food, health, nutrition, fitness and lifestyle wellness; educational services, namely, conducting conferences in the field of food, health, nutrition, fitness, and lifestyle wellness and distribution of course materials in connection therewith in printed or electronic format; providing blogs and non-downloadable publications in the nature of food, health, nutrition, fitness, and lifestyle wellness via a website; book publishing in the field of food, health, nutrition, fitness and lifestyle wellness; online electronic publishing of books and periodicals in the field of food, health, nutrition, fitness and lifestyle wellness	2/12/2016	10/23/2018	REGISTERED
		9/10620032	910620032	Renewal is Next Action Due
043	Coffee and tea bars; coffee shops; restaurant services	4/15/2016	9/4/2018	REGISTERED
		9/10910910	910910910	Renewal is Next Action Due
CLASS	DESCRIPTION			
005	Dietary and nutritional supplements; dietary and nutritional supplements containing MCT oil; nutritional supplements; protein supplements; probiotics for domestic use	4/15/2016	9/4/2018	REGISTERED
		9/10910960	910910960	Renewal is Next Action Due
CLASS	DESCRIPTION			
021	Containers for household or kitchen use; cups, mugs, beverage glassware, insulated containers for beverages	4/15/2016	9/4/2018	REGISTERED
		9/10911002	910911002	Renewal is Next Action Due

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
-----------------	--------------------------------------	---------------------	--------

BULLETPROOF continued.....
BRAZIL continued.....

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
025	Clothing, namely, t-shirts, hats, sweatshirts, jackets	4/15/2016 910911096	9/4/2018 910911096	REGISTERED Renewal is Next Action Due

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
030	Coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; nut-based food bars; kits comprised of ingredients for making ice cream, included in this class; kits comprised of ingredients for making coffee, included in this class	3/21/2016 910791449	10/23/2018 910791449	REGISTERED Renewal is Next Action Due

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
016	Series of non-fiction books in the field of diet, nutrition, healthy eating, and cooking	5/16/2016 911041257	10/23/2018 911041257	REGISTERED Renewal is Next Action Due

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
011	Electric espresso machines, electric coffee makers	5/16/2016 911041290	10/23/2018 911041290	REGISTERED Renewal is Next Action Due

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
021	Non-electric French presses	5/16/2016 911041311	10/23/2018 911041311	REGISTERED Renewal is Next Action Due

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
029	Butter; ghee; dairy products excluding ice cream, ice milk and frozen yogurt; dried meat; meat; fresh meat; meat stocks; instant or pre-cooked soup; soup mixes	5/16/2016 911041320	10/23/2018 911041320	REGISTERED Renewal is Next Action Due

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
030	Uncooked enriched rice (processed); rice; pounded rice cakes (mochi); rice-based snack foods; rice starch flour; baking spices; edible spices; spice blends; spices in the form of powders; frozen dessert (included in this class)	5/16/2016 911041320	10/23/2018 911041320	REGISTERED Renewal is Next Action Due

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
-----------------	--------------------------------------	---------------------	--------

BULLETPROOF continued.....

BRAZIL 5/16/2016 10/23/2018 REGISTERED
 911041354 911041354 Renewal is Next Action Due

BRAZIL 035 Retail store services, featuring audio and video records, tapes and CDs and books, videos and magazines in the field of music
 5/16/2016 1/7/2020 REGISTERED
 911041389 911041389 Renewal is Next Action Due

BRAZIL 041 Providing facilities for fitness and exercise; studio services for fitness, namely, providing of group exercise instructions, equipment and facilities; fitness training services
 5/16/2016 10/23/2018 REGISTERED
 911041397 911041397 Renewal is Next Action Due

CANADA 044 Health spa services for health and wellness of the body and spirit; medical services, namely, performing nutrient injection therapy for health purposes; administering intravenous injections of vitamins, minerals, and amino acids
 2/3/2016 6/18/2019 REGISTERED
 1.766.237 TMA1.027.458 Renewal is Next Action Due
 8/17/2015

CANADA 041 (1) Educational services, namely, providing training of personal coaches for certification in the field of food knowledge and preparation, personal health, personal nutrition, physical fitness, and finding lifestyle balance; professional coaching services in the field of food knowledge and preparation, personal health, personal nutrition, physical fitness, and finding lifestyle balance
 (2) Educational services, namely, providing training of personal coaches for certification in the field of food, business and leadership performance; business and leadership services in the field of food, business and leadership self-improvement, and finding career-lifestyle balance; professional coaching services in the field of food, business and leadership performance, business and leadership success, business and leadership self-improvement, and finding career-lifestyle balance
 (3) Coffee and tea bars; coffee shops; restaurant services
 3/29/2016 11/5/2018 REGISTERED
 1.774.469 TMA1.008.228 Renewal is Next Action Due
 10/21/2015

CANADA 016 Series of non-fiction books in the field of diet, nutrition, healthy eating, and cooking
 5/12/2016 10/11/2019 REGISTERED
 1.782.126 TMA1.058.808 Renewal is Next Action Due
 12/8/2015

011 (1) Electric espresso machines, electric coffee makers

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

BULLETPROOF continued.....
CANADA continued.....

018	(2) Backpacks				
021	(3) Non-electric French presses				
029	(4) Butter; ghee; dairy products excluding ice cream, ice milk and frozen yogurt; dried meat; meat; fresh meat; meat stocks; instant or pre-cooked soup; soup mixes				
030	(5) Uncooked enriched rice; rice; pounded rice cakes (mochi); rice-based snack foods; rice starch flour; baking spices; edible spices; spice blends; spices in the form of powders; frozen dessert				
035	(1) Retail store services, featuring audio and video records, tapes and cds and books, videos and magazines in the field of music in the field of food, health, nutrition, fitness and lifestyle wellness				
036	(2) Physical fitness training services; providing physical fitness and exercise facilities; physical fitness studio services, namely, providing group exercise instruction, equipment, and facilities; neuro feedback training				
044	(3) Health spa services for health and wellness of the body and spirit; medical services, namely, performing nutrient injection therapy for health purposes; administering intravenous injections of vitamins, minerals, and amino acids	4/22/2016	4/1/2022	REGISTERED	
		1,778,767	TMA1,124,745	Renewal is Next Action Due	
		11/30/2015			

CANADA

CLASS	DESCRIPTION				
001	Probiotics spray for domestic use, namely, bacterial cultures for treating and inhibiting mold growth in and around buildings				
005	Dietary supplements for weight loss, general health and well-being, and to improve energy, mental performance, immune system functions, metabolism, organ health, mood, and support digestion; nutritional supplements for weight loss, general health and well-being, and to improve energy, mental performance, immune system functions, metabolism, organ health, mood, and support digestion; MCT oil dietary and nutritional supplements for weight loss, general health and well-being, and to improve energy, mental performance, immune system functions, metabolism, organ health, mood, and support digestion; protein supplements for human consumption				
009	Display screen protectors for blocking blue light from LED displays				
021	Containers for household or kitchen use, namely, food storage canisters; cups, mugs; beverage glassware, insulated containers for beverages				
025	Clothing, namely, t-shirts, hats, sweatshirts				
030	Coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; nut-based food bars; kits comprised of ingredients for making ice cream, namely kits comprised of ice cream mixes; kits comprised of ingredients for making coffee, namely pre-packaged combinations consisting primarily of ground coffee beans, and also including ghee and dietary and nutritional supplements containing MCT (Medium Chain Triglycerides) oil for general health and well-being				
035	On-line retail store services featuring a variety of food, nutrition, fitness, and exercise related products; administration of customer loyalty incentive award program through which customers obtain gifts, discounts, and other benefits from purchases; retail store reward programs; providing information about food, nutrition, and fitness via a website				

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

BULLETPROOF continued.....
CANADA continued.....

041

Entertainment services, namely, providing videos in the field of food, nutrition, and fitness; production and distribution of movies in the field of food, nutrition, and fitness; educational services in the field of food, nutrition, fitness, mental and physical performance, self-improvement; conducting conferences in the field of food, nutrition, fitness, mental and physical performance, self-improvement, and distribution of course materials in connection therewith in printed or electronic format; providing web blogs and online non-downloadable publications, namely articles featuring educational information in the fields of food, nutrition, and fitness, via a website; online electronic publishing of newsletters delivered by email in the field of food, nutrition, and fitness; book publishing in the field of food, nutrition, and fitness; online electronic publishing of books and periodicals in the field of food, nutrition, and fitness

CANADA

5/13/2013
1,626,487
5/13/2013
6/8/2015
TMA905,604
REGISTERED
Renewal is Next Action Due

CLASS
DESCRIPTION

000

Goods (1) Artificial coffee and tea; barley tea; beverages made of coffee; beverages made of tea; beverages with a chocolate base; beverages with a coffee base; beverages with a tea base; black tea; caffeine-free coffee; chai tea; chicory and chicory mixtures, all for use as substitutes for coffee; chicory based coffee substitute; chocolate; chocolate and chocolates; chocolate bark containing ground coffee beans; chocolate bars; chocolate candies; chocolate chips; chocolate confections; chocolate covered cocoa nibs; chocolate covered cookies; chocolate covered fruit; chocolate covered nuts; chocolate covered raisins; chocolate covered roasted coffee beans; chocolate food beverages not being dairy-based or vegetable based; chocolate for toppings; chocolate mousse; chocolate pastes; chocolate powder; chocolate sauce; chocolate syrup; chocolate topping; chocolate truffles; chocolate-based beverages; chocolate-based beverages with milk; chocolate-based meal replacement bars; chocolate-based ready-to-eat food bars; chocolate-based spread also containing nuts; chocolates and chocolate based ready to eat candies and snacks; chocolates containing nutrients; citron tea; cocoa beverages with milk; coffee; coffee; coffee and artificial coffee; coffee and coffee substitutes; coffee and tea; coffee based beverages; coffee beans; coffee beverages with milk; coffee capsules containing coffee for brewing; coffee essences; coffee essences for use as substitutes for coffee; coffee extracts; coffee extracts for use as substitutes for coffee; coffee flavored syrup used in making food beverages; coffee pods; coffee substitutes; coffee substitutes; coffee-based beverage containing milk; coffee-based beverages; coffee-based iced beverages; confectioneries, namely, snack foods, namely, chocolate; filled chocolate; flavoring additives for non-nutritional purposes; flavourings of tea. Fresh fruits cut into flower shapes and at least partially coated with chocolate; fruit teas; ginger tea; ginseng tea; green coffee; green tea; ground coffee beans; herb tea; herbal tea; hot chocolate; ice milk; ice milk bars; iced coffee; iced tea; instant coffee; instant tea; Japanese green tea; lime tea; milk chocolate; mixes in the nature of concentrates, syrups or powders used in the preparation of tea based beverages; mixtures of coffee and chicory; oolong tea; prepared coffee and coffee-based beverages; roasted coffee beans; rooibos tea; sage tea; snack foods, namely, chocolate-based snack foods; sugar-coated coffee beans; syrups for making tea; tea; tea bags; tea extracts; tea for infusions; tea of parched powder of barley with husk (mugi-cha); tea of salty kelp powder (kombu-cha); tea pods; tea substitutes; tea-based beverages; tea-based beverages with fruit flavoring; tea-based iced beverages; theine-free tea sweetened with sweeteners; unroasted coffee; white lotus tea (Baengnyeoncha)

CHINA

5/16/2013
WO1162730
3/26/2012
3/3/2014
WO1162730
REGISTERED
Renewal is Next Action Due

CLASS
DESCRIPTION

030

Chocolate; coffee; salt; vanilla

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
-----------------	--------------------------------------	---------------------	--------

BULLETPROOF continued.....

CHINA 2/16/2016 3/21/2017 REGISTERED
19102796 19102796 Renewal is Next Action Due

CLASS DESCRIPTION
043 Coffee and tea bars; coffee shops; restaurant services

CHINA 5/30/2016 1/14/2018 REGISTERED
20127249 20127249 Renewal is Next Action Due

CLASS DESCRIPTION
029 Butter; ghee; dairy products excluding ice cream; milk and yogurt; dried meat; meat; fresh meat; broth; soups; soup mixes

CHINA 5/30/2016 7/21/2018 REGISTERED
20127248 20127248 Renewal is Next Action Due

CLASS DESCRIPTION
030 Condiments; and essence for foodstuffs, except etheric essences and essential oils

CHINA 5/30/2016 2/21/2019 REGISTERED
20127250 20127250 Renewal is Next Action Due

CLASS DESCRIPTION
005 Preparations for microorganisms for medical or veterinary use

CHINA 5/30/2016 7/21/2018 REGISTERED
20127247 20127247 Renewal is Next Action Due

CLASS DESCRIPTION
030 Coffee; chocolate-based beverages

CHINA 10/19/2022 PENDING
67834890 Awaiting Examination
10/19/2022

CLASS DESCRIPTION
030 Coffee

EUROPEAN UNION (EUTM & RCI) 2/3/2016 11/9/2017 REGISTERED
15072713 15072713 Renewal is Next Action Due
8/17/2015

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

BULLETPROOF continued.....

EUROPEAN UNION (EUTM & RCD) continued.....

CLASS	DESCRIPTION
041	Educational services, namely, providing training of personal coaches for certification in the field of food, health, nutrition, fitness and lifestyle wellness; professional coaching services in the field of food, health, nutrition, fitness and lifestyle wellness none of the foregoing relating to business and management training, business management, motivational techniques for employees, sales techniques, the management of businesses and employees, the marketing of products, the operation of a business and training relating to all the foregoing
043	Coffee and tea bars; coffee shops; restaurant services

EUROPEAN UNION (EUTM & RCI)

3/18/2016	11/5/2017	REGISTERED
15237613	15237613	Renewal is Next Action Due
10/21/2015		

CLASS	DESCRIPTION
-------	-------------

016 Series of non-fiction books in the field of diet, nutrition, healthy eating, and cooking

EUROPEAN UNION (EUTM & RCI)

5/17/2016	11/23/2017	REGISTERED
15443898	15443898	Renewal is Next Action Due
12/8/2015		

CLASS	DESCRIPTION
-------	-------------

011 Electric espresso machines, electric coffee makers

018 Backpacks

021 Non-electric French presses

029 Butter; ghee; dairy products excluding ice cream; dried meat; meat; fresh meat; meat stocks; instant or pre-cooked soup; soup mixes

030 Uncooked enriched rice; rice; pounded rice cakes (mochi); rice-based snack foods; rice starch flour; baking spices; edible spices; spice blends; spices in the form of powders; frozen dessert; ice milk and frozen yogurt

035 Retail store services in relation to audio and video records, tapes and cds and books, videos and magazines in the field of music

041 Physical fitness training services; providing fitness and exercise facilities; physical fitness studio services, namely, providing group exercise instruction, equipment, and facilities; neuro feedback training

044 Health spa services for health and wellness of the body and spirit; medical services, namely, performing nutrient injection therapy for health purposes; administering intravenous injections of vitamins, minerals, and amino acids

EUROPEAN UNION (EUTM & RCI)

4/15/2016	11/8/2017	REGISTERED
15343081	15343081	Renewal is Next Action Due
11/30/2015		

CLASS	DESCRIPTION
-------	-------------

005 Dietary and nutritional supplements; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; nutritional supplements; protein supplements; probiotic supplement for domestic use

009 Display screen protectors for blocking blue light from LED displays

021 Containers for household or kitchen use; cups, mugs, beverage glassware, insulated containers for beverages

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

BULLETPROOF continued.....

EUROPEAN UNION (EUTM & RCD) continued.....

029 Nut-based food bars

030 Coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; kits comprised of ingredients for making ice cream; kits comprised of ingredients for making coffee

035 On-line retail store services in relation to coffee, tea, chocolate, water, protein dietary supplements, nut-based food bars, chocolate bars, chocolate coffee beans, cook books, diet books, sleep induction mats, vibration plates, powerlifting trainers; administration of customer loyalty incentive award program through which customers obtain gifts, discounts, and other benefits from purchases; incentive and bonus program services; providing a website featuring consumer product information about food, health, nutrition, fitness and lifestyle wellness products; providing a website featuring blogs containing consumer product information in the field of food, health, nutrition, fitness and lifestyle wellness products

041 Entertainment services, namely, providing videos in the field of food, health, nutrition, fitness and lifestyle wellness; production and distribution of movies in the field of food, health, nutrition, fitness and lifestyle wellness; educational services, namely, conducting conferences in the field of food, health, nutrition, fitness and lifestyle wellness and distribution of course materials in connection therewith in printed or electronic format; providing a website featuring non-downloadable publications in the nature of food, health, nutrition, fitness and lifestyle wellness; on-line electronic newsletters delivered by e-mail in the field of food, health, nutrition, fitness and lifestyle wellness; book publishing in the field of food, health, nutrition, fitness and lifestyle wellness; online electronic publishing of books and periodicals in the field of food, health, nutrition, fitness and lifestyle wellness

EUROPEAN UNION (EUTM & RCE)

4/22/2013 11/15/2013 REGISTERED
11759792 11759792 Renewal Is Next Action Due
4/22/2013

CLASS DESCRIPTION

030 Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastry and confectionery; ices; sugar; honey; treacle; yeast; baking-powder; salt; mustard; vinegar; sauces (condiments); spices; ice

2/3/2016 1/26/2017 REGISTERED
303678490 303678490 Renewal Is Next Action Due
8/17/2015

CLASS DESCRIPTION

043 Coffee and tea bars; coffee shops; restaurant services

5/16/2013 12/28/2014 REGISTERED
WO1162730 WO1162730 Renewal Is Next Action Due
3/26/2012

CLASS DESCRIPTION

030 Chocolate; coffee; salt; vanilla [flavoring]

2/10/2016 6/17/2016 REGISTERED
2016-014422 5859517 Renewal Is Next Action Due
8/17/2015

CLASS DESCRIPTION

043 Coffee and tea bars; coffee shops; restaurant services; providing other foods and beverages

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
-----------------	--------------------------------------	---------------------	--------

BULLETPROOF continued.....

JAPAN 4/19/2016 6/10/2016 REGISTERED
 2016-044510 5858095 Renewal is Next Action Due
 10/21/2015

016 Series of non-fiction books in the field of diet, nutrition, healthy eating, and cooking; other printed matter

JAPAN 5/20/2016 9/23/2016 REGISTERED
 2016-054907 5883784 Renewal is Next Action Due
 12/8/2015

CLASS DESCRIPTION

029 Butter, ghee; other dairy products; dried meat; meat; fresh meat; other meat for human consumption (fresh, chilled or frozen); meat stocks; instant or pre-cooked soup; soup mixes

JAPAN 5/20/2016 8/10/2017 REGISTERED
 2016-054908 5971718 Renewal is Next Action Due
 11/30/2015

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary and nutritional supplements containing MCT oil (medium-chain triglycerides oil); nutritional supplements; protein supplements; Other dietary supplements for humans; Probiotics-based air purifier sprays for domestic use, having effects of preventing mold growth and treating mold; Nutritional preparations; Dietetic foods adapted for medical purposes

030 Coffee packaged in a plastic cartridge having a filter; tea; hot chocolate; chocolate-based meal replacement foods (confectionery) in bar form; nut-based foods (confectionery) in bar form; coffee (roasted, powdered, granulated, or in drinks); unroasted coffee beans; ice cream mixes; instant confectionery mixes; uncooked enriched rice; pounded rice cakes (mochi); other cereal preparations; rice-based snack confectionery; rice starch flour; other flour; rice; baking spices; edible spices; blended spices; spices in the form of powders; other confectionery; bread and buns

MEXICO 7/31/2019 REGISTERED
 2069481 2025650 Renewal is Next Action Due
 7/3/2018

CLASS DESCRIPTION

005 Nutritional supplements; dietary and nutritional supplements containing MCT oil

MEXICO 7/31/2019 REGISTERED
 2069483 2025651 Renewal is Next Action Due
 7/3/2018

CLASS DESCRIPTION

030 Chocolate; coffee; coffee pods; beverages made of coffee; chocolate-based meal replacement bars

NEW ZEALAND 5/16/2013 11/19/2013 REGISTERED
 WO1162730 WO1162730 Renewal is Next Action Due
 3/26/2012

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE

REG DATE
REG NO.

STATUS

BULLETPROOF continued.....

NEW ZEALAND continued.....

CLASS DESCRIPTION

030 Chocolate; coffee; salt; vanilla

NEW ZEALAND

9/12/2016
WO1316773

3/14/2017
WO1316773

REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

029 Ghee; dairy products excluding ice cream, ice milk and frozen yogurt

SINGAPORE

5/16/2013
WO1162730
3/26/2012

2/21/2014
WO1162730

REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

030 Chocolate; coffee; salt; vanilla

SOUTH KOREA

5/16/2013
WO1162730
3/26/2012

4/3/2014
WO1162730

REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

030 Chocolate; coffee; salt; vanilla

SOUTH KOREA

4/20/2016
40-2016-0029033
10/21/2015

11/15/2016
40-1215409

REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

016 Series of non-fiction books in the field of diet, nutrition, healthy eating, and cooking

SWITZERLAND

5/16/2013
WO1162730
3/26/2012

7/17/2014
WO1162730

REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

030 Chocolate; coffee; salt; vanilla

UNITED ARAB EMIR

8/25/2018
297367
8/25/2018

1/24/2019
297367

REGISTERED
Renewal is Next Action Due

TRADEMARK

REEL: 007983 FRAME: 0291

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

BULLETPROOF continued.....

UNITED ARAB EMR continued.....

CLASS DESCRIPTION

030 Chocolate; coffee; coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; kits comprised of ingredients for making coffee; chocolate bars; chai tea; chicory and chicory mixtures; all for use as substitutes for coffee; chicory based coffee substitute; chocolate; chocolate and chocolates; chocolate bark containing ground coffee beans; chocolate bars; chocolate based ingredient for use in chocolate bars; nutritional snacks; chocolate covered cocoa nibs; chocolate covered fruit; chocolate covered nuts; chocolate covered roasted coffee beans; chocolate powder; chocolate sauce; chocolate syrup; chocolate-based beverages; chocolate-based beverages with milk; chocolates and chocolate based ready to eat candies and snacks; chocolates containing nutrients; citron tea; coffee; coffee and artificial coffee; coffee and coffee substitutes; coffee beans; coffee beverages with milk; coffee capsules containing coffee for brewing; coffee essences; coffee essences for use as substitutes for coffee; coffee extracts; coffee extracts for use as substitutes for coffee; coffee flavored syrup used in making food beverages; coffee pods; coffee substitutes; coffee substitutes; coffee-based beverage containing milk; coffee-based beverages; coffee-based iced beverages; confectioneries, namely, snack foods, namely, chocolate; flavorings of tea; fruit teas; ginger tea; ginseng tea; green coffee; ground coffee beans; herb tea; herbal tea; hot chocolate; iced coffee; iced tea; instant coffee; instant tea; Japanese green tea; lime tea; milk chocolate; mixes in the nature of concentrates, syrups or powders used in the preparation of tea based beverages; mixtures of coffee and chicory; cooling tea; prepared coffee and coffee-based beverages; roasted coffee beans; rooibos tea; sage tea; snack foods, namely, chocolate-based snack foods; syrups for making tea; tea; tea bags; tea extracts; tea for infusions; tea of parched powder of barley with husk (mugh-cha); tea of salty kelp powder (kombu-cha); tea pods; tea substitutes; tea-based beverages; tea-based beverages with fruit flavoring; tea-based iced beverages; theme-free tea sweetened with sweeteners; unroasted coffee; white lotus tea (Baengnyeoncha); salt; vanilla; frozen yogurt; gelato; ice cream; ice cream bars; ice cream sandwiches; ice cream sundaes; sorbet; uncooked enriched rice; rice; pounded rice cakes (mochi); rice-based snack foods; rice starch flour; frozen nut and fruit-based dessert

UNITED KINGDOM

2/3/2016
15072713
8/17/2015

11/9/2017
UK00915072713

REGISTERED

CLASS DESCRIPTION

041 Educational services, namely, providing training of personal coaches for certification in the field of food, health, nutrition, fitness and lifestyle wellness; professional coaching services in the field of food, health, nutrition, fitness and lifestyle wellness none of the foregoing relating to business and management training, business management, motivational techniques for employees, sales techniques, the management of businesses and employees, the marketing of products, the operation of a business and training relating to all the foregoing

043 Coffee and tea bars; coffee shops; restaurant services

3/18/2016
15237613
10/21/2015

11/5/2017
UK00915237613

REGISTERED

UNITED KINGDOM

CLASS DESCRIPTION

016 Series of non-fiction books in the field of diet, nutrition, healthy eating, and cooking

5/17/2016
15443898
12/8/2015

11/23/2017
UK00915443898

REGISTERED

UNITED KINGDOM

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

BULLETPROOF continued.....

UNITED KINGDOM continued.....

CLASS	DESCRIPTION	4/15/2016	11/8/2017	REGISTERED
011	Electric espresso machines, electric coffee makers	15343081	UK00915343081	
018	Backpacks	11/30/2015		
021	Non-electric French presses			
029	Butter, ghee; dairy products excluding ice cream; dried meat; meat; fresh meat; meat stocks; instant or pre-cooked soup; soup mixes			
030	Uncooked enriched rice; rice; pounded rice cakes (mochi); rice-based snack foods; rice starch flour; baking spices; edible spices; spice blends; spices in the form of powders; frozen dessert; ice milk and frozen yogurt			
035	Retail store services in relation to audio and video records, tapes and cds and books, videos and magazines in the field of music			
041	Physical fitness training services; providing fitness and exercise facilities; physical fitness studio services, namely, providing group exercise instruction, equipment, and facilities; neuro feedback training			
044	Health spa services for health and wellness of the body and spirit; medical services, namely, performing nutrient injection therapy for health purposes; administering intravenous injections of vitamins, minerals, and amino acids			

UNITED KINGDOM

CLASS	DESCRIPTION	4/15/2016	11/8/2017	REGISTERED
005	Dietary and nutritional supplements; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; nutritional supplements; protein supplements; probiotic supplement for domestic use			
009	Display screen protectors for blocking blue light from LED displays			
021	Containers for household or kitchen use; cups, mugs; beverage glassware, insulated containers for beverages			
029	Nut-based food bars			
030	Coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; kits comprised of ingredients for making ice cream; kits comprised of ingredients for making coffee			
035	On-line retail store services in relation to coffee, tea, chocolate, water, protein dietary supplements, nut-based food bars, chocolate bars, chocolate coffee beans, cook books, diet books, sleep induction mats, vibration plates, powerlifting trainers; administration of customer loyalty incentive award program through which customers obtain gifts, discounts, and other benefits from purchases; incentive and bonus program services; providing a website featuring consumer product information about food, health, nutrition, fitness and lifestyle wellness products; providing a website featuring blogs containing consumer product information in the field of food, health, nutrition, fitness and lifestyle wellness products			
041	Entertainment services, namely, providing videos in the field of food, health, nutrition, fitness and lifestyle wellness; production and distribution of movies in the field of food, health, nutrition, fitness and lifestyle wellness; educational services, namely, conducting conferences in the field of food, health, nutrition, fitness and lifestyle wellness and distribution of course materials in connection therewith in printed or electronic format; providing a website featuring non-downloadable publications in the nature of food, health, nutrition, fitness and lifestyle wellness; on-line electronic newsletters delivered by e-mail in the field of food, health, nutrition, fitness and lifestyle wellness; book publishing in the field of food, health, nutrition, fitness and lifestyle wellness; online electronic publishing of books and periodicals in the field of food, health, nutrition, fitness and lifestyle wellness			

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
-----------------	--------------------------------------	---------------------	--------

BULLETPROOF continued.....

UNITED KINGDOM	4/22/2013 11759792 4/22/2013	11/15/2013 UK00911759792	REGISTERED Renewal is Next Action Due
----------------	------------------------------------	-----------------------------	--

UNITED STATES	030 Coffee, tea, cocoa and artificial coffee, rice; tapioca and sago; flour and preparations made from cereals; bread; pastry and confectionery; ices; sugar, honey, treacle; yeast, baking-powder; salt; mustard; vinegar; sauces (condiments); spices; ice	3/26/2012 85580235 3/26/2012	12/4/2012 4253196	REGISTERED Renewal is Next Action Due
---------------	---	------------------------------------	----------------------	--

CLASS	DESCRIPTION
-------	-------------

Chocolate; coffee

UNITED STATES	030 Chocolate; coffee	8/17/2015 86727539 8/17/2015	9/13/2016 5039211	REGISTERED Allow to Lapse
---------------	--------------------------	------------------------------------	----------------------	------------------------------

CLASS	DESCRIPTION
-------	-------------

041 Educational services, namely, providing training of personal coaches for certification in the field of food, business and leadership performance; business and leadership success; business and leadership self-improvement, and finding career-lifestyle balance; professional coaching services in the field of food, business and leadership performance; business and leadership success; business and leadership self-improvement, and finding career-lifestyle balance

UNITED STATES	043 Coffee and tea bars; coffee shops; restaurant services	10/21/2015 86795276 10/21/2015	8/15/2017 526652	REGISTERED 8&15 is Next Action Due
---------------	---	--------------------------------------	---------------------	---------------------------------------

CLASS	DESCRIPTION
-------	-------------

016 Series of non-fiction books in the field of diet, nutrition, healthy eating, and cooking

UNITED STATES	016 Series of non-fiction books in the field of diet, nutrition, healthy eating, and cooking	12/8/2015 86842732 12/8/2015	8/27/2019 5845792	REGISTERED 8&15 is Next Action Due
---------------	---	------------------------------------	----------------------	---------------------------------------

CLASS	DESCRIPTION
-------	-------------

029 Ghee; dairy products excluding ice cream, ice milk and frozen yogurt

035 Retail store services featuring books

044 Medical services, namely, performing nutrient injection therapy for health purposes; administering intravenous injections of vitamins, minerals, and amino acids

UNITED STATES	009 Display screen protectors for blocking blue light from LED displays	11/30/2015 86984125 11/30/2015	1/1/2019 5640177	REGISTERED 8&15 is Next Action Due
---------------	--	--------------------------------------	---------------------	---------------------------------------

CLASS	DESCRIPTION
-------	-------------

009 Display screen protectors for blocking blue light from LED displays

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
-----------------	--------------------------------------	---------------------	--------

BULLETPROOF continued.....
UNITED STATES continued.....

021	Containers for household or kitchen use; cups, mugs; beverage glassware, insulated containers for beverages			
029	Nut-based food bars			
030	Coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; kits comprised of ingredients for making ice cream; kits comprised of ingredients for making coffee			
035	On-line retail store services featuring a variety of food, health, nutrition, fitness, wellness, self-improvement and exercise related products; administration of customer loyalty incentive award program through which customers obtain gifts, discounts, and other benefits from purchases; retail store services in the field of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness featuring a bonus incentive program			
041	Entertainment services, namely, providing non-downloadable videos in the field of food, educational services, namely, conducting conferences in the field of food, and distribution of course materials in connection therewith in printed or electronic format; providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of food, on-line electronic newsletters delivered by e-mail in the field of food, book publishing; online electronic publishing of books and periodicals			
044	Providing a website featuring information about nutrition and lifestyle wellness; providing a website featuring health information about physical performance for physical therapy purposes; providing a website featuring information about success, namely, health and wellness information to bring about personal happiness; providing a website featuring mental health and wellness information for successfully strengthening mental acuity			
045	Providing a website featuring information about self-improvement; providing a website featuring information about success, namely, personal image development			
WIPO		5/16/2013 WO162730 3/26/2012	5/16/2013 WO162730	REGISTERED Renewal is Next Action Due
	CLASS DESCRIPTION			
030	Chocolate; coffee; salt; vanilla			
WIPO		9/12/2016 WO1316773	9/12/2016 WO1316773	REGISTERED Renewal is Next Action Due
	CLASS DESCRIPTION			
029	Ghee; dairy products excluding ice cream, ice milk and frozen yogurt			

BULLETPROOF (In Chinese Characters)

CHINA	9/18/2016 21322514 9/18/2016	2/7/2019 21322514	REGISTERED Renewal is Next Action Due
-------	------------------------------------	----------------------	--

防弹

MARK	APP DATE	REG DATE	STATUS
COUNTRY	APP NO.	REG NO.	
	PRIORITY DATE		

BULLETPROOF (In Chinese Characters) continued.....
 CHINA continued.....

CLASS	DESCRIPTION	REG DATE	STATUS
005	Remedies for perspiration; gases for medical purposes; chemical conductors for electrocardiograph electrodes; insemination (semen for artificial-); sterilizing preparations; contact lenses (solutions for use with-); bouillions for bacteriological cultures; depuratives; pesticide; sterile paper towel; dressings [medical]; dentures (adhesives for-); diapers for pets; pharmaceutical preparations; dietary supplements for animals; protein supplements for animals	11/14/2017	REGISTERED
		21322515	Renewal is Next Action Due
		9/18/2016	

CLASS	DESCRIPTION	REG DATE	STATUS
016	Books; printed publications; printed matters; paper; magazines [periodicals]; photographs; plastic film for wrapping; stationery; drawing materials; numbers [type]; writing chalk; modeling materials; chaplets	2/7/2019	REGISTERED
		21322517	Renewal is Next Action Due
		9/18/2016	

CLASS	DESCRIPTION	REG DATE	STATUS
030	Stiffening whipped cream (preparations for-); gluten prepared as foodstuff; coffee; chocolate; salt; vanilla [vanilla substitute]; chocolate-based beverages; tea-based beverages; sugar; soya flour; vinegar; flavorings; other than essential oils; for beverages	10/19/2022	PENDING
		67822058	Awaiting Examination
		10/19/2022	

CLASS	DESCRIPTION
030	Coffee



Bulletproof Bird Design

CLASS	DESCRIPTION	REG DATE	STATUS
005	(1) Dietary and nutritional supplements for general health and well-being; dietary and nutritional supplements containing MCT oil; protein powders for meal replacement.	10/16/2018	REGISTERED
		TMA1,006,760	Renewal is Next Action Due
		5/25/2016	
		1,784,068	

CLASS	DESCRIPTION
030	(2) Chocolate; coffee; coffee pods; hot chocolate; chocolate-based meal replacement bars; kits comprised of ingredients for making coffee; chocolate bars

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

EUROPEAN UNION (EUTM & RCL)

5/25/2016
15478811
10/4/2016
15478811
REGISTERED
Renewal is Next Action Due

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; nutritional supplements; protein supplements; probiotics spray for domestic use

030 Chocolate; coffee; coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; kits comprised of ingredients for making ice cream; kits comprised of ingredients for making coffee; chocolate bars; uncooked enriched rice; rice; pounded rice cakes (mochi); rice-based snack foods; rice starch flour; baking spices; edible spices; spice blends; spices in the form of powders; frozen nut and fruit-based desserts

UNITED KINGDOM

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; nutritional supplements; protein supplements; probiotics spray for domestic use

030 Chocolate; coffee; coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; kits comprised of ingredients for making ice cream; kits comprised of ingredients for making coffee; chocolate bars; uncooked enriched rice; rice; pounded rice cakes (mochi); rice-based snack foods; rice starch flour; baking spices; edible spices; spice blends; spices in the form of powders; frozen nut and fruit-based desserts

UNITED STATES

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary and nutritional supplements containing MCT oil; nutritional supplements; protein supplements; probiotics spray derived from soil, used to restore a beneficial bacterial biome and for treating mold growth in and around buildings

029 Powdered butter for use as a butter substitute; butter; ghee; dairy products excluding ice cream, ice milk, and frozen yogurt

030 Chocolate; coffee; coffee pods; tea; hot chocolate; chocolate-based meal replacement bars; kits comprised of ingredients for making coffee; chocolate bars

035 On-line retail store services featuring a variety of food, health, nutrition, fitness, wellness, self-improvement and exercise related products; administration of customer loyalty incentive award program through which customers obtain gifts, discounts, and other benefits from purchases; retail store services in the field of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness featuring a bonus incentive program; providing a website featuring information for consumers regarding products in the fields of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE

REG DATE
REG NO.

STATUS

Bulletproof Bird Design continued.....
UNITED STATES continued.....

041 Educational services, namely, providing training of personal coaches for certification in the field of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness; professional coaching services in the field of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness; physical fitness training services; providing fitness and exercise facilities; physical fitness studio services, namely, providing group exercise instruction, equipment, and facilities; entertainment services, namely, providing non-downloadable videos in the field of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness; educational services, namely, conducting conferences in the field of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness and distribution of course materials in connection therewith in printed or electronic format; providing a website featuring blogs and non-downloadable publications in the nature of articles in the field of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness; on-line electronic newsletters delivered by e-mail in the field of food, health, nutrition, fitness, performance, success, self-improvement, and lifestyle wellness

Bulletproof Dove Logo



BRAZIL
8/31/2020 2/1/2022 REGISTERED
WO1570074 WO1570074 Renewal Is Next Action Due
6/23/2020

CLASS	DESCRIPTION
005	Dietary and nutritional supplements; dietary supplements; nutritional supplements; protein supplements; dietary and nutritional supplement drink mixes; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; dietary supplements that contribute to ketosis; nutritional supplements containing glutathione; nutritional supplements containing curcumin; nutritional supplements containing collagen; dietary and nutritional supplements for promoting and supporting digestive health; probiotic supplements, namely, dietary and nutritional supplements containing prebiotics and dietary supplements comprised of probiotic formulas to support gut health and overall wellbeing
030	Coffee; coffee pods; coffee-based beverages; kits comprised of ingredients for making coffee; tea; hot chocolate; vanilla; chocolate; salt; chocolate-based meal replacement bars; kits comprised of powders for making ice cream; snack foods containing high fat, namely, chocolate-based snack foods, grain-based snack foods; puffed snack foods, namely, puffed cheese balls [corn snacks]

CANADA
8/31/2020 2/1/2022 PENDING
WO1570074 WO1570074 Office Action Response Filed
6/23/2020

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

Billproof Dove Logo continued.....
CANADA continued.....

CLASS DESCRIPTION

005 Dietary supplements for weight loss, general health and well-being, and to improve energy, mental performance, immune system functions, metabolism, organ health, mood, and support digestion; nutritional supplements for weight loss, general health and well-being, and to improve energy, mental performance, immune system functions, metabolism, organ health, mood, and support digestion; protein supplements, namely protein power dietary supplements and dietary food supplements and the nature of ready-to-eat protein bars; dietary and nutritional supplement drink mixes for general health and well-being; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; dietary supplements that contribute to ketosis; nutritional supplements containing glutathione, namely antioxidant pills; nutritional supplements containing curcumin for reducing inflammation; nutritional supplements containing collagen, namely collagen dietary supplements; dietary and nutritional supplements for promoting and supporting digestive health; probiotic supplements, namely, dietary and nutritional supplements containing prebiotics and dietary supplements comprised of prebiotic formulas to support gut health and overall well-being

030 Coffee; coffee pods; coffee-based beverages; kits comprised of ingredients for making coffee, namely pre-package combinations consisting primarily of ground coffee beans; tea; hot chocolate; vanilla; chocolate; salt; chocolate-based meal replacement bars; kits comprised of powders for making ice cream; natural sweetener; sugar substitutes; candy; chocolate contractions; chocolate bars; chocolate candies; chocolate-based snack foods; gummy candies; brownies; snack foods containing high fat, namely, chocolate-based snack foods; grain-based snack foods; puffed snack foods, namely, puffed cheese balls [corn snacks]

EUROPEAN UNION (EUTM & RCL)
8/31/2020 5/27/2021 REGISTERED
WO1570074 WO1570074 Renewal Is Next Action Due
6/23/2020

005 Dietary and nutritional supplements; dietary supplements; nutritional supplements; protein supplements; dietary and nutritional supplement drink mixes; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; dietary supplements that contribute to ketosis; nutritional supplements containing glutathione; nutritional supplements containing curcumin; nutritional supplements containing collagen; dietary and nutritional supplements for promoting and supporting digestive health; probiotic supplements, namely, dietary and nutritional supplements containing prebiotics and dietary supplements comprised of prebiotic formulas to support gut health and overall well-being

030 Coffee; coffee pods; coffee-based beverages; kits comprised of ingredients for making coffee; tea; hot chocolate; vanilla; chocolate; salt; chocolate-based meal replacement bars; kits comprised of powders for making ice cream; snack foods containing high fat, namely, chocolate-based snack foods; grain-based snack foods; puffed snack foods, namely, puffed cheese balls [corn snacks]

UNITED KINGDOM
8/19/2021 12/10/2021 REGISTERED
3683517 3683517 Renewal Is Next Action Due
6/23/2020

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary supplements; nutritional supplements; protein supplements; dietary and nutritional supplement drink mixes; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; dietary supplements that contribute to ketosis; nutritional supplements containing glutathione; nutritional supplements containing curcumin; nutritional supplements containing collagen; dietary and nutritional supplements for promoting and supporting digestive health; probiotic supplements, namely, dietary and nutritional supplements containing prebiotics and dietary supplements comprised of prebiotic formulas to support gut health and overall well-being

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE
REG DATE
REG NO.
STATUS

Billproof Dove Logo continued.....
UNITED KINGDOM continued.....

030 Coffee; coffee pods; coffee-based beverages; kits comprised of ingredients for making coffee; tea; hot chocolate; vanilla; chocolate; salt; chocolate-based meal replacement bars; kits comprised of powders for making ice cream; natural sweetener; sugar substitutes; candy; confections; chocolate bars; chocolate candies; chocolate-based snack foods; gummy candies; brownies; snack foods containing high fat, namely, chocolate-based snack foods; grain-based snack foods; puffed snack foods, namely, puffed cheese balls [corn snacks]

UNITED STATES
6/23/2020 12/13/2022 REGISTERED
90015592 6925460 8&15 Is Next Action Due
6/23/2020

CLASS DESCRIPTION

029 Ghee

UNITED STATES
6/23/2020 3/22/2022 REGISTERED
90976303 6681162 8&15 Is Next Action Due
6/23/2020

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary supplements; nutritional supplements; protein supplements; dietary and nutritional supplement drink mixes; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; dietary supplements that contribute to ketosis; nutritional supplements containing glutathione; nutritional supplements containing curcumin; nutritional supplements containing collagen; dietary and nutritional supplements for promoting and supporting digestive health; probiotic supplements, namely, dietary and nutritional supplements containing prebiotics and dietary supplements comprised of probiotic formulas to support gut health and overall wellbeing

029 Nut-based food bars; snack foods containing high fat, namely, nut-based snack foods, meat-based snack foods, seed-based snack foods

030 Coffee; coffee pods; coffee-based beverages; kits comprised of ingredients for making coffee; chocolate bars

WIPO
8/31/2020 8/31/2020 REGISTERED
WO1570074 WO1570074 Renewal is Next Action Due
6/23/2020

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary supplements; nutritional supplements; protein supplements; dietary and nutritional supplement drink mixes; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; dietary supplements that contribute to ketosis; nutritional supplements containing glutathione; nutritional supplements containing curcumin; nutritional supplements containing collagen; dietary and nutritional supplements for promoting and supporting digestive health; probiotic supplements, namely, dietary and nutritional supplements containing prebiotics and dietary supplements comprised of probiotic formulas to support gut health and overall wellbeing

030 Coffee; coffee pods; coffee-based beverages; kits comprised of ingredients for making coffee; tea; hot chocolate; vanilla; chocolate; salt; chocolate-based meal replacement bars; kits comprised of powders for making ice cream; snack foods containing high fat, namely, chocolate-based snack foods; grain-based snack foods; puffed snack foods, namely, puffed cheese balls [corn snacks]

MARK COUNTRY	APP DATE	REG DATE	STATUS
	APP NO.	REG NO.	
	PRIORITY DATE		

BULLETPROOF LABS

UNITED STATES

6/6/2016
8/7060971
2/13/2018
5402426
REGISTERED
8&15 Is Next Action Due

CLASS DESCRIPTION

044 Providing information and advice in the field of health, nutrition and stress management via personal consultations, providing healthy lifestyle and nutrition services, namely, personal assessments, personalized routines, maintenance schedules, and counselling; counselling services in the fields of health, nutrition and lifestyle wellness; cyotherapy services; vibration therapy

CURCUMIN MAX

UNITED STATES

4/19/2018
87884303
4/30/2019
5741393
REGISTERED
8&15 Is Next Action Due

CLASS DESCRIPTION

005 Nutritional supplements containing curcumin

EYE ARMOR

UNITED STATES

7/6/2017
87518110
7/3/2018
5506399
REGISTERED
8&15 Is Next Action Due

CLASS DESCRIPTION

005 Dietary and nutritional supplements

FANG DAN

CHINA

8/15/2018
32893806
8/15/2018
8/21/2019
32893806
REGISTERED
Allow to Lapse

CLASS DESCRIPTION

030 Coffee; coffee-based beverages; cocoa-based beverages; tea; tea-based beverages; honey; pizza; cereal preparations; starch for food; ice cream; cooking salt; soya sauce; food flavorings; other than essential oils; yeast; preparations for stiffening whipped cream; meat tenderizers; for household purposes; gluten additives for culinary purposes

FATWATER

AUSTRALIA

2/27/2014
WO1200829
8/28/2013
8/4/2014
WO1200829
REGISTERED
Allow to Lapse

CLASS DESCRIPTION

032 Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

TRADEMARK

REEL: 007983 FRAME: 0301

MARK COUNTRY	APP DATE	REG DATE	STATUS
	APP NO.	REG NO.	
	PRIORITY DATE		

FATWATER continued.....

BAHRAIN

2/27/2014	11/1/2015	REGISTERED
WO1200829	WO1200829	Allow to Lapse
8/28/2013		

CLASS	DESCRIPTION
-------	-------------

032 Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

CANADA

2/28/2014	2/14/2017	REGISTERED
1,665,889	TMA962,814	Allow to Lapse
8/28/2013		

CLASS	DESCRIPTION
-------	-------------

000 Goods (1) Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT (Medium Chain Triglycerides) oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

CHINA

2/27/2014	2/16/2015	REGISTERED
WO1200829	WO1200829	Allow to Lapse
8/28/2013		

CLASS	DESCRIPTION
-------	-------------

032 Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

EUROPEAN UNION (EUTM & RCU

2/28/2014	7/21/2014	REGISTERED
12648986	12648986	Allow to Lapse
8/28/2013		

CLASS	DESCRIPTION
-------	-------------

032 Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

KUWAIT

3/3/2014	12/22/2014	REGISTERED
148846	119768	Allow to Lapse

CLASS	DESCRIPTION
-------	-------------

032 Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

NORWAY

2/27/2014	12/19/2014	REGISTERED
WO1200829	WO1200829	Allow to Lapse
8/28/2013		

TRADEMARK

REEL: 007983 FRAME: 0302

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE

REG DATE
REG NO.

STATUS

FATWATER continued.....
NORWAY continued.....

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
032	Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices	2/27/2014 WO1200829 8/28/2013	11/1/2015 WO1200829	REGISTERED Allow to Lapse

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
032	Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices	3/2/2014 87536	12/1/2015 87536	REGISTERED Allow to Lapse

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
032	Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices	2/27/2014 WO1200829 8/28/2013	7/21/2015 WO1200829	REGISTERED Allow to Lapse

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
032	Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with medium-chain triglyceride oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices	2/27/2014 WO1200829 8/28/2013	5/28/2015 WO1200829	REGISTERED Allow to Lapse

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
032	Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil not for medical purpose; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices	3/2/2014 206978	3/2/2014 206978	REGISTERED Allow to Lapse

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
032	Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices	3/2/2014 206978	3/2/2014 206978	REGISTERED Allow to Lapse

TRADEMARK

REEL: 007983 FRAME: 0303

MARK COUNTRY	APP DATE	REG DATE	STATUS
	APP NO.	REG NO.	
	PRIORITY DATE		

FATWATER continued.....

UNITED KINGDOM

2/28/2014 7/21/2014 REGISTERED
 12648986 UK00912648986 Allow to Lapse
 8/28/2013

CLASS DESCRIPTION

032 Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

UNITED STATES

8/28/2013 7/4/2017 REGISTERED
 86050752 5237342 Allow to Lapse
 8/28/2013

CLASS DESCRIPTION

032 Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

WIPO

2/27/2014 2/27/2014 REGISTERED
 WO1200829 WO1200829 Allow to Lapse
 8/28/2013

CLASS DESCRIPTION

032 Aerated fruit juices; aerated mineral waters; beauty beverages; namely, fruit juices and energy drinks containing nutritional supplements; energy drinks enhanced with MCT oil; fruit beverages; fruit drinks and juices; fruit juices; mineral and aerated water; non-alcoholic beverages containing fruit juices

FORBOSE

UNITED STATES

9/22/2016 7/4/2017 REGISTERED
 87180242 5238315 Section 8 & 15 Filed

CLASS DESCRIPTION

005 Dietary and nutritional supplements

FRENCH KICK

UNITED STATES

7/7/2016 2/7/2017 REGISTERED
 87095550 5137590 Renewal is Next Action Due

CLASS DESCRIPTION

030 Coffee

GLUTATHIONE FORCE

UNITED STATES

3/21/2018 10/16/2018 REGISTERED
 87843040 5586187 8&15 is Next Action Due

TRADEMARK

REEL: 007983 FRAME: 0304

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
-----------------	--------------------------------------	---------------------	--------

GLUTATHIONE FORCE continued.....
UNITED STATES continued.....

CLASS	DESCRIPTION
005	Nutritional supplements containing glutathione

UNITED STATES

11/5/2018
88181374

11/12/2019
5910087

REGISTERED
8&15 Is Next Action Due

CLASS	DESCRIPTION
-------	-------------

005 Dietary and nutritional supplements for promoting and supporting digestive health; probiotic supplements, namely, dietary and nutritional supplements containing prebiotics and dietary supplements comprised of probiotic formulas to support gut health and overall well being

INSTAMIX

CANADA

2/11/2016
1,767,556
9/11/2015

8/28/2018
TMA1,003,777

REGISTERED
Renewal is Next Action Due

CLASS	DESCRIPTION
-------	-------------

005 MCT Oil for use as a dietary supplement
029 Powdered butter for use as a butter substitute

JAPAN

9/13/2016
2016-099894

3/10/2017
5930602

REGISTERED
Renewal is Next Action Due

CLASS	DESCRIPTION
-------	-------------

005 Dietary supplements consisting of medium-chain triglycerides oil; other dietary supplements for humans; dietetic foods adapted for medical purposes; dietetic beverages adapted for medical purposes; nutritional preparations
029 Powdered butter substitute; other dairy products; edible oils and fats

UNITED STATES

9/11/2015
86754772

6/6/2017
5219218

REGISTERED
8&15 Is Next Action Due

CLASS	DESCRIPTION
-------	-------------

029 Powdered butter for use as a butter substitute

KETOPRIME

UNITED STATES

7/7/2016
87095534

11/21/2017
5341780

REGISTERED
8&15 Is Next Action Due

CLASS	DESCRIPTION
-------	-------------

005 Dietary supplements that contribute to ketosis

TRADEMARK

REEL: 007983 FRAME: 0305

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE

REG DATE
REG NO.

STATUS

MITOSWEET

UNITED STATES

2/26/2018
8/7810545

10/9/2018
5579681

REGISTERED
8&15 is Next Action Due

CLASS DESCRIPTION

030 Natural sweetener; sugar substitutes

NEUROMASTER

UNITED STATES

10/14/2016
87203678

10/17/2017
5313352

REGISTERED
8&15 is Next Action Due

CLASS DESCRIPTION

005 Dietary and nutritional supplements

NUTRITION REIMAGINED

UNITED STATES

6/23/2020
90015595
6/23/2020

3/8/2022
6667639

REGISTERED
8&15 is Next Action Due

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary supplements; nutritional supplements; protein supplements; dietary and nutritional supplement drink mixes; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil; dietary supplements that contribute to ketosis; nutritional supplements containing glutathione; nutritional supplements containing curcumin; nutritional supplements containing collagen; dietary and nutritional supplements for promoting and supporting digestive health; probiotic supplements; namely, dietary and nutritional supplements containing prebiotics and dietary supplements comprised of probiotic formulas to support gut health and overall wellbeing

029 Ghee; dairy-based food beverages; nut-based food bars; snack foods containing high fat; namely, nut-based snack foods, seed-based snack foods

030 Coffee; coffee pods; coffee-based beverages; kits comprised of ingredients for making coffee; chocolate; chocolate-based meal replacement bars; chocolate bars; chocolate-based snack foods

032 Energy drinks enhanced with MCT oil

POLYPHENOMENAL

UNITED STATES

2/7/2017
87326746

3/20/2018
5429643

REGISTERED
8&15 is Next Action Due

CLASS DESCRIPTION

005 Dietary and nutritional supplements

TRADEMARK

REEL: 007983 FRAME: 0306

MARK COUNTRY	APP DATE APP NO. PRIORITY DATE	REG DATE REG NO.	STATUS
-----------------	--------------------------------------	---------------------	--------

SMART MODE

UNITED STATES 8/2/2017 4/9/2019 REGISTERED
 87553514 5723011 8&15 Is Next Action Due

CLASS DESCRIPTION
 005 Dietary supplements

THE HIGH ACHIEVER

UNITED STATES 2/3/2022 PUBLISHED
 97252755 Published
 2/3/2022

CLASS DESCRIPTION
 030 Coffee; fortified coffee in the nature of coffee enhanced with mushrooms, vitamins, minerals, and nutrients; functional coffee in the nature of coffee enhanced with mushrooms, vitamins, minerals, and nutrients; enhanced coffee in the nature of coffee enhanced with mushrooms, vitamins, minerals, and nutrients; mushroom coffee being coffee enhanced with mushrooms; coffee pods, filled; coffee beans; ground coffee beans; instant coffee; ready-to-drink coffee-based beverages; coffee-based beverages; mixes in the nature of powders being preparations for making coffee-based beverages; kits comprised of ingredients for making coffee

THE MAXIMIZER

UNITED STATES 11/21/2022 PENDING
 97686931 Awaiting Examination
 11/21/2022

CLASS DESCRIPTION
 030 Coffee; fortified coffee; functional coffee; enhanced coffee; coffee pods; coffee beans; ground coffee beans; instant coffee; ready-to-drink coffee beverages; coffee-based beverages; mixes in the nature of powders used in the preparation of coffee-based beverages; kits comprised of ingredients for making coffee

THE MENTALIST

UNITED STATES 7/7/2016 1/17/2017 REGISTERED
 87095539 5124341 Renewal Is Next Action Due

CLASS DESCRIPTION
 030 Coffee

UNFAIR ADVANTAGE

CANADA 6/6/2016 1/29/2018 REGISTERED
 1,785,568 TMA989,618 Renewal Is Next Action Due
 12/8/2015

MARK COUNTRY	APP DATE	REG DATE	STATUS
	APP NO.	REG NO.	
	PRIORITY DATE		

UNFAIR ADVANTAGE continued.....
CANADA continued.....

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
005	(1) Dietary and nutritional supplements for general health and well-being	12/8/2015	8/30/2016	REGISTERED
		86842750	5030516	Section 8 & 15 Filed

CLASS	DESCRIPTION
005	Dietary and nutritional supplements

UPGRADE

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
005	(1) Dietary and nutritional supplements for general health and well-being	3/29/2004	9/29/2005	REGISTERED
		3729977	3729977	Renewal is Next Action Due
		3/29/2004		

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
005	Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies; food supplements with a plant base	3/29/2004	9/29/2005	REGISTERED
		3729977	UK0093729977	
030	Coffee, tea, cocoa, sugar, rice, tapioca, sago and artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacles; yeast baking-powder; salt, mustard; vinegar, sauces, condiments; spices; ice	3/29/2004		

CLASS	DESCRIPTION
005	Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies; food supplements with a plant base
030	Coffee, tea, cocoa, sugar, rice, tapioca, sago and artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacles; yeast baking-powder; salt, mustard; vinegar, sauces, condiments; spices; ice

XCT

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
005	(1) Dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil for general health and well-being	6/6/2016	1/29/2018	REGISTERED
		1,785,567	TMA989,615	Renewal is Next Action Due
		12/8/2015		

CLASS	DESCRIPTION	APP DATE	REG DATE	STATUS
005	(1) Dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil for general health and well-being	8/29/2016	12/12/2016	REGISTERED
		15778426	15778426	Renewal is Next Action Due

CLASS	DESCRIPTION
005	Dietary and nutritional supplements; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil

MARK
COUNTRY

APP DATE
APP NO.
PRIORITY DATE

REG DATE
REG NO.

STATUS

XCT continued.....

UNITED KINGDOM

8/29/2016
15778426

12/12/2016
UK00915778426

REGISTERED

ZEN MODE

CLASS DESCRIPTION

005 Dietary and nutritional supplements; dietary and nutritional supplements containing medium-chain triglycerides (MCT) oil

UNITED STATES

8/2/2017
87553460

4/9/2019
5723010

REGISTERED
8&15 is Next Action Due

CLASS DESCRIPTION

005 Dietary supplements

TRADEMARK

REEL: 007983 FRAME: 0309

SCHEDULE B

Patents and Patent Registrations

See attached.



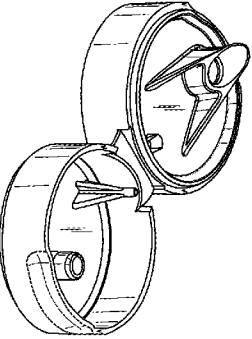
Patent Status Report

8003 Family

BOTTLE CAP

(Assignee: Bulletproof 360, Inc)

Design Application

PC Ref. No.	App./Pat. No. Filing/Issue Date	Representative Claim	Status
134201-8003.US00	D909,870 02/09/21	 FIGURE 1	Issued

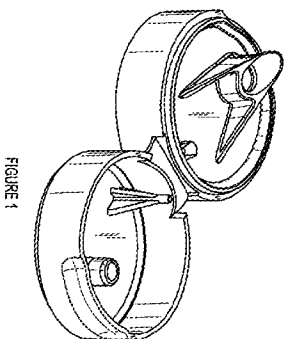


FIGURE 1

PERKINS COLE

PC Ref. No.	App./Pat. No. Filing/Issue Date	Representative Claim	Status
134201-8003.CN00	ZL201930506406 06/26/20		Issued <i>Annuity Due Grace Period with Fine 3/16/2023</i>

8004 Family

BOTTLE CAP

(Assignee: Bulletproof 360, Inc.)

Design Application

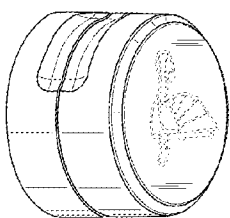
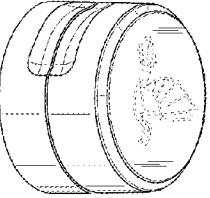
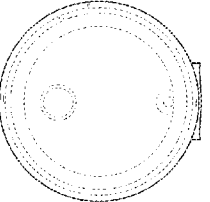


FIGURE 1

PC Ref. No.	App./Pat. No. Filing/Issue Date	Representative Claim	Status
134201-8004.US00	D931,102 9/21/2021 29/683,689 03/14/2019	 	Issued <i>Broadening Reissue Application due 2/21/2023</i>

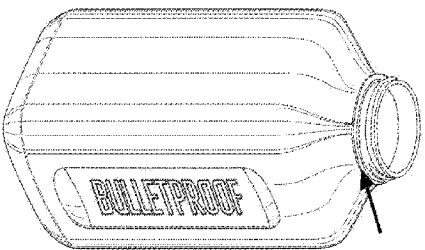
PC Ref. No.	App./Pat. No. Filing/Issue Date	Representative Claim	Status
134201-8004.CN00	201930506417 9/16/2019		Issued <i>Annuity due Grace Period with fine 03/16/2023</i>

8005 Family

BOTTLE

(Assignee: Bulletproof 360, Inc.)

Design Application



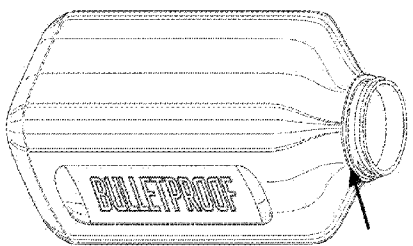
PC Ref. No.	App./Pat. No. Filing/Issue Date	Representative Claim	Status
134201- 8005.EM01,EM02, EM03, EM04	006860920-0001 006860920-0002 006860920-0003 006860920-0004		Issued Renewal due 9/13/2024

8006 Family

BOTTLE

(Assignee: Bulletproof 360, Inc.)

Design Application



PC Ref. No.	App./Pat. No. Filing/Issue Date	Representative Claim	Status
134201-8006.CN00	201930506407 05/19/20		Issued <i>Annuity due Grace Period with fine due 03/16/23</i>

SCHEDULE C

Copyrights and Copyright Applications

None.

SCHEDULE D

License Agreements

None.