

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM795165

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Vital Proteins LLC		09/28/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Société des Produits Nestlé S.A.		
<b>Street Address:</b>	Avenue Nestlé 55		
<b>City:</b>	Vevey		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	1800		
<b>Entity Type:</b>	Société Anonyme (Sa): SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88702660	STAYVITAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	303.245.2092		
<b>Email:</b>	docket@hollandhart.com, ljheld@hollandhart.com, ccmiller@hollandhart.com		
<b>Correspondent Name:</b>	Catherine C. Miller, Holland & Hart LLP		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attn: Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201-8749		
<b>ATTORNEY DOCKET NUMBER:</b>	82145.2842		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Catherine C. Miller, Holland & Hart LLP		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>NAME OF SUBMITTER:</b>	Catherine C. Miller		
<b>SIGNATURE:</b>	/Catherine C. Miller/		

CH \$40.00 88702660

<b>DATE SIGNED:</b>	03/16/2023
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**Total Attachments: 4**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is made and effective as of the December 31, 2021 (the “**Effective Date**”), by and between Vital Proteins LLC, a Delaware limited liability company, having an address at 3400 Wolf Road, Franklin Park, Illinois 60131 USA (“**Assignor**”), and Société des Produits Nestlé S.A., a Swiss société anonyme having a place of business at Avenue Nestlé 55, 1800 Vevey, Switzerland (“**Assignee**”).

Assignor is the sole owner of the trademarks and the corresponding registrations shown on **Schedule A** (collectively, the “**Trademarks**”):

Assignee desires to acquire Assignor’s entire right, title and interest in and to the Trademarks, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said Trademarks; and

Assignee desires to acquire Assignor’s entire right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks. Assignee is the successor to that portion of the ongoing and existing business of the Assignor to which the Trademarks pertain.

In consideration of the preceding paragraphs, which are incorporated by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all of its right, title and interest in and to the Trademarks, including, without limitation, all rights of renewal thereof, together with (i) the parts of the businesses to which the Trademarks pertain, which business is ongoing and existing, (ii) the goodwill of the businesses associated with and symbolized by the Trademarks, (iii) the right to sue for past or continuing infringement and to collect all damages or profits for past infringements for its own use and benefits, and (iv) the right to sue and recover for any past or continuing contract breaches related to the Trademarks.

The Assignor authorizes the United States Patent and Trademark Office and any other applicable jurisdictions to record the transfer of the registration of the Trademarks to Assignee as recipient of Assignor’s entire right, title and interest therein.

IN WITNESS hereof, Assignor has executed this Trademark Assignment as of the Effective Date.

**Vital Proteins LLC**

By: \_\_\_\_\_

DocuSigned by:  
*Rey Kim*  
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28-Sep-2022

Name: Rey Kim

Title: General Counsel, Head of Strategic Partnerships

**SCHEDULE A**

<b>Trademark</b>	<b>Application No.</b>	<b>Registration No.</b>
VITAL PERFORMANCE	86596233	5055471
VITAL PROTEINS	86614130	5038917
VITAL PROTEINS BONE BROTH COLLAGEN	87230273	5722742
GAME CHANGER	87562527	5417698
VITAL COLLAGEN WATER	87628446	6014055
VITAL PROTEINS COLLAGEN	87861270	5789040
VITAL PROTEINS	87861332	5801541
COLLAGEN BEAUTY GLOW	87982585	6008614
VITAL WATER	87628191	
VITAL COFFEE ROASTERS	88294428	6065248
VITAL PROTEINS COLLAGEN BAR	88294579	6131148
VITAL CAFE	88294619	
VITAL PROTEINS CAFE	88294625	
PINK MOON MILK COLLAGEN LATTE	88362276	5940421
COLLAGEN VIBES	88396749	
COLLAGEN BLAST	88421538	5998488
#STAYVITAL	88594669	6007923
VITAL PROTEINS COLLAGEN CREAMER	88687243	6084159

<b>Trademark</b>	<b>Application No.</b>	<b>Registration No.</b>
COLLAGEN LATTE	88723292	6020903
VITAL PROTEINS COLLAGEN PEPTIDES	88796544	6130351
VITAL PROTEINS MARINE COLLAGEN	88797464	6130354
VITAL PROTEINS VITALITY	88808152	6130380
COLLAGEN CALCULATOR	88899415	6166117
VITAL PROTEINS COLLAGEN WATER	88975717	5910617
PRE WAVE	88977219	6049804
FEED YOUR BEAUTY	88977707	6092723
UNCAP YOUR POTENTIAL	88977850	6098013
VITAL PROTEINS BEAUTY COLLAGEN	88921824	6195325
HAIR BOOST	88821944	6302619
COMPLEXION BOOST	88821998	6302620
BEAUTY BOOST	88880671	6359338
MORNING GET UP & GLOW	88881204	6374267
VITAL PROTEINS LIFE	88294643	
STAY VITAL COLLAGEN BAR	88702687	6412180
VITAL PROTEINS COFFEE ROASTERS	88294386	
VITAL ROASTERS	88294426	
VITAL PROTEINS COLLAGEN COLD BREW	88294434	
RECOVERYWAVE	88322795	
VITAL PERFORMANCE	88590720	
VITAL PERFORMANCE RECOVERY	88597815	
VITAL PERFORMANCE PRE	88597824	
VITAL PERFORMANCE REST	88597827	
VITAL PERFORMANCE SLEEP	88609527	

<b>Trademark</b>	<b>Application No.</b>	<b>Registration No.</b>
COURTESY OF COLLAGEN	88396742	
VITAL PROTEINS RADIANCE BOOST	88906896	
VITAL PERFORMANCE RECOVER	88609452	6502954
FEED YOUR BEAUTY	88030264	
UNCAP YOUR POTENTIAL	88422546	
VITAL LIFE	88294635	
STAYVITAL	88702660	
VITALINFLUENCERS	88771481	
BETTER FROM THE INSIDE OUT	88814844	
COLLAGEN WATER	88123423	
#STAYVITAL	88581709	
VITAL PROTEINS COLLAGEN CREAMER	88208250	
STAY VITAL	88702641	
BUT FIRST, COLLAGEN	88607282	
WE ARE COLLAGEN	88616079	
<b>VITAL PROTEINS</b>	90240857	

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