

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Nutrition 53, Inc.		05/07/2008	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Beverage 53		
<b>Street Address:</b>	2000 Avenue of the Stars		
<b>Internal Address:</b>	3rd Fl		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90067		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77355823	NEUROGASM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)889-0279		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212 889-0761		
<b>Email:</b>	jpollack@morrisyorn.com		
<b>Correspondent Name:</b>	Jonathan Pollack		
<b>Address Line 1:</b>	240 Madison Avenue		
<b>Address Line 2:</b>	8th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	Jonathan Pollack		
<b>Signature:</b>	/Jonathan Pollack/		
<b>Date:</b>	05/08/2008		

OP \$40.00 77355823

Total Attachments: 1  
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ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned does hereby sell, assign, transfer and set over unto Beverage 53, a Delaware LLC, its successors and assigns, all right, title and interest in and to that certain trademark intent to use application Serial Number 77355823 for the mark NEUROGASM.

IN WITNESS WHEREOF the undersigned has hereunto set her hand this 7th day of May, 2008.

Nutrition 53, Inc.

By:   
An Authorized Signatory