

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Thomas J Youngerman		07/13/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Regimen Investment, LLC		
Street Address:	P.O. Box 27740		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89126		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77875385	REGIMEN MEN'S ANTI-AGING REGIMEN	
CORRESPONDENCE DATA			
Fax Number:	(314)862-4656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-863-7733		
Email:	trademark@spencerfane.com		
Correspondent Name:	Glenn K. Robbins II		
Address Line 1:	Spencer Fane Britt & Browne LLP		
Address Line 2:	1 North Brentwood Blvd., Suite 1000		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	5017212-1		
NAME OF SUBMITTER:	Glenn K. Robbins II		
Signature:	/Glenn K. Robbins II/		
Date:	07/13/2010		

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Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

This Assignment is made as of July 13, 2010, between Thomas J. Youngerman, a U.S. citizen residing at #C4 - 172 20875 N. Pima Road, Scottsdale, Arizona 85255 (herein, "Assignor"), and Regimen Investment, LLC, a limited liability company organized and existing under the laws of Nevada, having an address at P.O. Box 27740, Las Vegas, Nevada 89126 (herein, "Assignee").

Assignor has intended to use the mark REGIMEN MEN'S ANTI-AGING REGIMEN and Design in commerce in connection with dietary and nutritional supplements and filed an application with the U.S. Patent and Trademark Office on November 18, 2009, now assigned Serial No. 77/875,385, indicating that intention, but has not yet filed an allegation of use under §§1(c) or 1(d) of The Trademark Act.

WHEREAS, Assignee, the successor of the ongoing and existing business of Assignor to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application therefore.


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the trademark REGIMEN MEN'S ANTI-AGING REGIMEN and Design and any and all rights to any registrations thereof or applications for registrations thereof which may now or hereafter exist, and the goodwill of the business symbolized thereby.

Furthermore, Assignor specifically assigns to Assignee all its claims (if any) to recover for any infringement or other violation of the ownership rights of the Marks, whether such infringement or violation occurs in the future or has occurred in the past.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment as of the day and year first above written.

ASSIGNOR


Thomas J. Youngerman


Date July 13, 2010

TRADEMARK