

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL														
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Launch Pad LLC</td> <td></td> <td>12/31/2010</td> <td>LIMITED LIABILITY COMPANY:</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Launch Pad LLC		12/31/2010	LIMITED LIABILITY COMPANY:				
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Launch Pad LLC		12/31/2010	LIMITED LIABILITY COMPANY:												
RECEIVING PARTY DATA															
<table border="1"> <tr> <td>Name:</td> <td>iSatori Technologies, LLC</td> </tr> <tr> <td>Street Address:</td> <td>15000 W. 6th Avenue Suite 202</td> </tr> <tr> <td>City:</td> <td>Golden</td> </tr> <tr> <td>State/Country:</td> <td>COLORADO</td> </tr> <tr> <td>Postal Code:</td> <td>80401</td> </tr> <tr> <td>Entity Type:</td> <td>LIMITED LIABILITY COMPANY: COLORADO</td> </tr> </table>				Name:	iSatori Technologies, LLC	Street Address:	15000 W. 6th Avenue Suite 202	City:	Golden	State/Country:	COLORADO	Postal Code:	80401	Entity Type:	LIMITED LIABILITY COMPANY: COLORADO
Name:	iSatori Technologies, LLC														
Street Address:	15000 W. 6th Avenue Suite 202														
City:	Golden														
State/Country:	COLORADO														
Postal Code:	80401														
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO														
PROPERTY NUMBERS Total: 1															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3575744</td> <td>EAT YOUR VOOTS</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	3575744	EAT YOUR VOOTS						
Property Type	Number	Word Mark													
Registration Number:	3575744	EAT YOUR VOOTS													
CORRESPONDENCE DATA															
Fax Number:	(303)215-1386														
Phone:	3032159174														
Email:	kay@isatoritech.com														
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>															
Correspondent Name:	iSatori Technologies, LLC														
Address Line 1:	15000 W. 6th Avenue Suite 202														
Address Line 4:	Golden, COLORADO 80401														
NAME OF SUBMITTER:	Stephen Adele														
Signature:	/Stephen Adele/														
Date:	12/16/2011														

OP \$40.00 3575744

**Total Attachments: 4**

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**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (this "Assignment") is made and entered into as of December 31, 2010 ("Effective Date") by and among Launch Pad LLC, a Colorado limited liability company with its principal office at 7315 East Orchard Road, Suite 100, Greenwood Village, Colorado 80111 (the "Assignor"), and iSatori Technologies, LLC, a Colorado limited liability company with its principal office at 15000 West 6<sup>th</sup> Avenue, Suite 202, Golden, Colorado 80401 ("Assignee").

WHEREAS, this Assignment is being executed in connection with, and contemporaneously with the execution of, that Transfer, Assignment and Assumption Agreement, dated as of the date hereof, by and among the Assignor and the Assignee (as amended, restated, modified and/or waived from time to time, the "Transfer Agreement"); and

WHEREAS, pursuant to the Transfer Agreement, Assignor desire to assign to Assignee, and Assignee desires to acquire from Assignor, the United States trademark registrations and applications for trademark registration, the foreign trademark registrations and applications for trademark registration, and the unregistered trademarks all set forth on Schedule A attached hereto, in each case, together with the goodwill of the business associated therewith, (collectively, the "Marks").

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sell, assign, transfer and set over to Assignee all right, title and interest in and to the Marks including, without limitation, any renewals and extensions of the registrations and all other corresponding rights that are or may be secured under the laws of the United States or any foreign jurisdiction, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, and all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of Assignee's successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign jurisdictions, to record Assignee as the assignee and owner of the Marks.

Assignor shall take, at Assignees expense, all further lawful actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all such cooperation and assistance that Assignee reasonably may deem appropriate to effectuate the purposes of this Assignment.

\* \* \* \* \*

**IN WITNESS WHEREOF**, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned duly authorized officers as of the Effective Date.

Launch Pad LLC

\_\_\_\_\_  
Name: Bob Appel  
Title: President

iSatori Technologies, LLC

\_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

IN WITNESS WHEREOF, the Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned duly authorized officers as of the Effective Date.

Launch Pad LLC

\_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

iSatori Technologies, LLC



Name: Stephen Adele

Title: CEO/President

**SCHEDULE A**

**U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS**

None

**FOREIGN TRADEMARK REGISTRATIONS AND APPLICATIONS**

None

**UNREGISTERED TRADEMARKS**

Voots

Eatyourvoots