

## 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			
Name	Formerly	Execution Date	Entity Type
Weekes Holdings, LLC		07/12/2012	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	Kevco Intellectual Properties LLC		
Street Address:	14513 S. Centerpoint Way, Suite 200		
City:	Bluffdale		
State/Country:	UTAH		
Postal Code:	84065		
Entity Type:	LIMITED LIABILITY COMPANY: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85416635	BADDASS NUTRITION	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	trademarks@hjslaw.com		
Correspondent Name:	Richard L. Hill		
Address Line 1:	4844 North 300 West, Suite 300		
Address Line 4:	Provo, UTAH 84604		
NAME OF SUBMITTER:	Richard L. Hill		
Signature:	/Richard L. Hill/		
Date:	07/12/2012		
Total Attachments: 1 source=Signed Assignment 12july12#page1.tif			

OP \$40.00 85416635

**TRADEMARK ASSIGNMENT**

This Assignment is effective on the date of the signatures given hereunder, by and between **Weekes Holdings, LLC**, a limited liability company of the state of Arizona having a place of business at 3427 East Jaegar Circle, Mesa, Arizona 85213 (hereinafter "Assignor"); and **Keveco Intellectual Properties LLC**, a limited liability company of the state of Utah having a place of business at 14513 S. Centerpoint Way, Suite 200, Bluffdale, Utah 84065 (hereinafter "Assignee").

Whereas, Assignor represents that it is the owner of the trademark in the document attached hereto ("Attached List") (hereinafter collectively referred to as "Trademark Rights"), and Assignee is desirous of obtaining all of Assignor's right, title and interest in and to said Trademark Rights and said corresponding trademark applications, common law rights and goodwill associated therewith.


Now therefore, for and in consideration of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and deliver to Assignee, its successors, assigns and legal representatives, its full and exclusive right, title and interest in and to said Trademark Rights, in the U.S.A. and in all foreign countries, together with any other registrations, records, applications, common law rights and the goodwill of the business symbolized by said Trademark Rights and associated therewith.


Assignor agrees to communicate with Assignee any facts known to it relating to said Trademark Rights, and will, upon request, transfer all files to Assignee, testify in any legal proceedings, sign all lawful papers, execute all trademark filing and prosecution documents and generally do all other acts necessary or expedient to assist and enable Assignee to obtain and enforce full benefits from the right, title and interest herein assigned. This assignment shall be binding upon and inure to the benefit of Assignor's executors, administrators, and/or assigns.

Accepted by:

**Weekes Holdings, LLC**

**Keveco Intellectual Properties LLC**

By:   
Printed Name: Kevin Wright  
Title: Manager  
Date: 7-12-12

By:   
Printed Name: Kevin Wright  
Title: Manager  
Date: 7-12-12