

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318176

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Betancourt Sports Nutrition, LLC		09/26/2014	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Vitamin Shoppe Industries Inc.		
Street Address:	9101 91st Street		
City:	North Bergen		
State/Country:	NEW JERSEY		
Postal Code:	07047		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85323011	ADAPTODREN	
Serial Number:	85202748	ANDRORUSH	
Serial Number:	85174229	FULLDOSE	
Serial Number:	85322997	PHOSFLEX	
Serial Number:	77942815	RIPPED JUICE	
Serial Number:	85874715	COMPETITION BREEDS INNOVATION	
CORRESPONDENCE DATA			
Fax Number:	3128278185		
<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>			
Phone:	3128074350		
Email:	chicago.trademarks@klgates.com		
Correspondent Name:	Sana Hakim		
Address Line 1:	P.O. Box 1135		
Address Line 4:	Chicago, ILLINOIS 60690-1135		
ATTORNEY DOCKET NUMBER:	3900161.00013		
NAME OF SUBMITTER:	Sana Hakim		
SIGNATURE:	/sh/		
DATE SIGNED:	09/26/2014		

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Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Betancourt Sports Nutrition, LLC, a Limited Liability Company of Florida, with its principal place of business at 14620 NW 60 Avenue, Miami Lakes, Florida 33014 U.S.A. ("Assignor") owns the marks, applications and registrations (the "Marks") listed in the attached Schedule; and

WHEREAS, Vitamin Shoppe Industries Inc., a Corporation of New York, with its principal place of business at 2101 91st Street, North Bergen, New Jersey 07047 U.S.A. ("Assignee"), desires to acquire the Marks; and

WHEREAS, Assignor desires to assign the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, including all common law rights, registrations and applications therefor, together with goodwill of the business connected with the use of the Marks and symbolized thereby, and any and all accrued rights of action, royalties or damages for any past or existing infringement or misappropriation of any such rights, in the United States and all foreign countries.

BETANCOURT SPORTS NUTRITION, LLC

By: Jean Frydman
Name: JEAN W. FRYDMAN
Title: Senior Vice President of Legal,
General Counsel & Corporate Secretary
Date: Sept 26, 2014

STATE OF New Jersey
COUNTY OF Hudson SS.

The foregoing instrument was acknowledged before me this 26th day of September, 2014 by Jean Frydman, SVP & General Counsel, Corp. Sec.

Kerry L. DeBellonia
Notary Public

My commission expires KERRY L. DeBELLONIA
A NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES 03/08/2015

SCHEDULE

Mark	Application Number	Filing Date	Registration Number	Registration Date
ADAPTODREN	85/323,011	05/17/2011	4,169,130	07/03/2012
ANDRORUSH	85/202,748	12/21/2010		
FULLDOSE	85/174,229	11/11/2010	4,172,379	07/10/2012
PHOSFLEX	85/322,997	05/17/2011	4,169,129	07/03/2012
RIPPED JUICE	77/942,815	02/23/2010	3,968,519	05/31/2011
COMPETITION BREEDS INNOVATION	85/874,715	03/13/2013		