

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM543320

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Vital Performance Inc. | | 08/26/2019 | Corporation: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Vital Proteins LLC | | |
| Street Address: | 3400 Wolf Road | | |
| City: | Franklin Park | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60131 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5055471 | VITAL PERFORMANCE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2039056747 | | |
| <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: | 2035574224 | | |
| Email: | annam@24iplg.com | | |
| Correspondent Name: | Edmund J. Ferdinand, III | | |
| Address Line 1: | 1221 Post Road East | | |
| Address Line 2: | Suite 302 | | |
| Address Line 4: | Westport, CONNECTICUT 06880 | | |
| ATTORNEY DOCKET NUMBER: | VP052UST1 | | |
| NAME OF SUBMITTER: | Edmund J. Ferdinand, III | | |
| SIGNATURE: | /ejf/ | | |
| DATE SIGNED: | 10/01/2019 | | |
| Total Attachments: 2 | | | |
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| source=Vital Performance TM Assignment#page2.tif | | | |

OP \$40.00 5055471

TRADEMARK ASSIGNMENT

AGREEMENT made as of August 26, 2019 (the "Effective Date") by and between Vital Performance Inc., a New York corporation ("Assignor") having its principal place of business at 137 Oakdale Bohemia Rd, Oakdale, NY 11769 and Vital Proteins LLC, a Delaware limited liability company having its principal place of business at 3400 Wolf Road, Franklin Park, IL 60131 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the trademark VITAL PERFORMANCE and U.S. Federal Trademark Registration No. 5,055,471 for the mark for use in connection with goods in International Class 25, which registration issued on October 4, 2016 (the "Trademark"), and further is the sole and exclusive owner of all common law trademark and trade dress rights and business goodwill associated therewith;

WHEREAS, Assignee desires to acquire Assignor's entire worldwide right, title, and interest in and to the Trademark, and all business goodwill associated therewith including any social media handles associated therewith, and in fact has acquired such interest by virtue of payment of a sum certain to Assignor as set forth in a separate Domain Name Transfer Agreement.

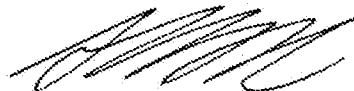
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by Assignee to Assignor of the sum of ten dollars (\$10.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee its entire worldwide right, title and interest in and to the Trademark, and the business goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefrom (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present, and future infringements, and the goodwill of the business associated with and symbolized by the Trademark.

IN WITNESS WHEREOF, this Assignment has been duly executed on the day and year first above written.

VITAL PERFORMANCE INC.

BY: Alison Avgi
TITLE: Member



SCHEDULE A

| Trademark | U.S. TM Reg. No. |
|-------------------|-------------------------|
| VITAL PERFORMANCE | 5,055,471 |