

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
Novus Nutrition Brands, LLC		03/15/2013	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	Altera International, Ltd
Street Address:	3021 West County Road 64
City:	Fort Collins
State/Country:	COLORADO
Postal Code:	80524
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	3914488	ALEIRA
Registration Number:	3254224	ANGEL OF MERCY
Registration Number:	3775504	ANI-MOTION
Registration Number:	3550819	ARENUS
Registration Number:	3550893	
Registration Number:	3306934	ASSURE
Registration Number:	3302175	ASSURE PLUS
Registration Number:	3307080	ASSURE SYSTEM
Registration Number:	3262430	BOTANICAL ANIMAL
Registration Number:	4017016	COATPLUS
Registration Number:	3775506	CRISEASE
Registration Number:	3254225	DEVIL BE GONE
Registration Number:	3252422	EASY DOES IT
Registration Number:	3775505	FLY AWAY

TRADEMARK

OP \$565.00 3914488

Registration Number:	3288109	GST
Registration Number:	3243009	MELLOW OUT
Registration Number:	3775503	RELAXHER
Registration Number:	4010361	RELEIRA
Registration Number:	3764211	RICOCHET
Registration Number:	2773470	SORE NO MORE
Registration Number:	3550847	STEADFAST
Registration Number:	3547485	TELAFIRM

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: clara.altman@gmail.com

Correspondent Name: Clara Altman

Address Line 1: 500 N. Link Lane

Address Line 4: Fort Collins, COLORADO 80524

NAME OF SUBMITTER:

Clara Altman

Signature:

/cja/

Date:

05/15/2013

Total Attachments: 7

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ASSIGNMENT

1. WHEREAS, Novus Nutrition Brands, LLC, a Delaware limited liability company ("NNB") and Novus International, Inc., a Delaware corporation ("Novus International") (NNB and Novus International are sometimes referred to herein each as an "Assignor" and collectively as "Assignors"), has adopted and used in its business certain trademarks and domain names; and
2. WHEREAS, Assignors have certain trademarks, trademark applications, registrations, expired registrations and domain names throughout the world relating to said trademarks, including, but not necessarily limited to, those listed in the attached Appendix A; and
3. WHEREAS, Altera International, Ltd., a Colorado limited liability company, with offices at 3021 West County Road 64, Fort Collins, Colorado, 80524 ("Assignee"), is desirous of acquiring the entire right, title and interest of Assignors in said trademarks, applications, registrations, domain names, and any rights remaining in expired registrations, together with the good will of the business in connection with which said trademarks and domain names are used; and
4. NOW THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignors in hand paid, receipt of all of which is hereby acknowledged, Assignors have agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignors' right, title and interest throughout the world in and to said trademarks, trademark applications, trademark registrations, domain names and any rights remaining in expired trademark registrations and domain names, whether or not listed on Appendix A, together with the good will of the business in connection with which said trademarks and domain names are used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademarks and domain names. Assignors and Assignee agree to execute such further documents as may be reasonably necessary and appropriate to effect recorded transfer of title to such trademarks and domain names; and
5. TO BE HELD AND ENJOYED BY Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignors had this sale and assignment not been made.

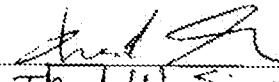
[SIGNATURE PAGE TO FOLLOW]

ASSIGNORS

NOVUS NUTRITION BRANDS, LLC

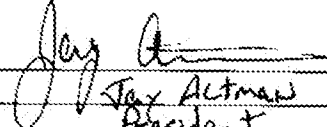
By: 
Name: Alice V. Steckel
Title: Vice-President + Secretary
Date: 3-15-2013

NOVUS INTERNATIONAL, INC.

By: 
Name: Thad W. Simens, Jr.
Title: President + CEO
Date: 3-15-2013

ASSIGNEE

ALTERA INTERNATIONAL, LTD.

By: 
Name: Jay Altman
Title: President
Date: 3-15-13

State of Missouri
County of St. Charles (ss)

On this 15th day of March in the year 2013, before me, the undersigned Notary Public, personally appeared Alice V. Sterkil, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Cindy L. Minahan
Notary Public

My Commission Expires:
December 22, 2016



CINDY L. MINAHAN
My Commission Expires
December 22, 2016
St. Charles County
Commission #12713296

State of Missouri
County of St. Charles (ss)

On this 15th day of March in the year 2013, before me, the undersigned Notary Public, personally appeared Thad W. Simons, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Cindy L. Minahan
Notary Public

My Commission Expires:
December 22, 2016



CINDY L. MINAHAN
My Commission Expires
December 22, 2016
St. Charles County
Commission #12713268

State of Missouri
County of St. Charles (ss)

On this 15th day of March in the year 2013, before me, the undersigned Notary Public, personally appeared Jay Allman, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Cindy L. Minahan
Notary Public

My Commission Expires:
December 22, 2016



CINDY L. MINAHAN
My Commission Expires
December 22, 2016
St. Charles County
Commission # 12713298

APPENDIX A

<u>COUNTRY</u>	<u>TRADEMARK</u>	<u>APP. NO.</u>	<u>REG. NO.</u>	<u>STATUS</u>
ARGENTINA				
	ASSURE	3084825		PENDING
	STEADFAST	3083208	2518319	REGISTERED
	STEADFAST	3083210	2518321	REGISTERED
BRAZIL				
	ASSURE	831060069		PENDING
CANADA				
	ARENUS	1338534	TMA765,378	REGISTERED
	ARENUS Logo	1343495	TMA765,551	REGISTERED
	SECURE	1577143		PENDING
	STEADFAST	1493115	TMA813,426	REGISTERED
CHINA				
	ARENUS	6819472	6819472	REGISTERED
	ARENUS	6819471	6819471	REGISTERED
	ARENUS	6819470	6819470	REGISTERED
	ARENUS Logo	6819473	6819473	REGISTERED
	ARENUS Logo	6819474	6819474	REGISTERED
	ARENUS Logo	6819475	6819475	REGISTERED
	SORE NO-MORE	8715393		ABANDONED
	STEADFAST	6819476	6819476	REGISTERED
EU (CTM)				
	ARENUS	8303323	8303323	REGISTERED
	ARENUS Logo	8303364	8303364	REGISTERED
	STEADFAST	8303406	8303406	REGISTERED
	TELAFIRM	8303431	8303431	REGISTERED
HONG KONG				
	SORE NO-MORE	301740032		ABANDONED
INDIA				
	ARENUS	1706861		PENDING
	ARENUS Logo	1706860	1706860	REGISTERED
	STEADFAST	1706862	1706862	REGISTERED

<u>COUNTRY</u>	<u>TRADEMARK</u>	<u>APP. NO.</u>	<u>REG. NO.</u>	<u>STATUS</u>
MEXICO				
	ASSURE	1205051	1323044	REGISTERED
	ASSURE	1205563	1262692	REGISTERED
	ASSURE PLUS	1205050	1323043	REGISTERED
	ASSURE PLUS	1205562	1262691	REGISTERED
	SORE NO-MORE	1121246		ABANDONED
	STEADFAST	1205561	1262080	REGISTERED
	STEADFAST	1205560	1263401	REGISTERED
TAIWAN				
	ASSURE	100034981	1508651	REGISTERED
	COATPLUS	100030570	1494783	REGISTERED
	STEADFAST	100030585		PENDING
U.S.				
	ALEIRA	85/080,520	3914488	REGISTERED
	ANGEL OF MERCY	78/663,845	3254224	REGISTERED
	ANI-MOTION	77/502,147	3775504	REGISTERED
	ARENUS	77/118,891	3550819	REGISTERED
	ARENUS Logo	77/153,818	3550893	REGISTERED
	ASSURE	78/881,000	3306934	REGISTERED
	ASSURE PLUS	78/881,821	3302175	REGISTERED
	ASSURE SYSTEM	78/906,638	3307080	REGISTERED
	BOTANICAL			
	ANIMAL	78/599,898	3262430	REGISTERED
	COATPLUS	85/090,951	4017016	REGISTERED
	CRISEASE	77/502,163	3775506	REGISTERED
	DEVIL BE GONE	78/663,848	3254225	REGISTERED
	EASY DOES IT	78/663,850	3252422	REGISTERED
	FLY AWAY	77/502,152	3775505	REGISTERED
	GST	78/883,610	3288109	REGISTERED
	MELLOW OUT	78/663,838	3243009	REGISTERED
	RELAXIER	77/502,096	3775503	REGISTERED
	RELEIRA	85/067,798	4010361	REGISTERED
	RICOCHET	77/502,199	3764211	REGISTERED
	SORE NO MORE	76/473,140	2773470	REGISTERED
	STEADFAST	77/136,305	3550847	REGISTERED
	TELA FIRM	77/131,192	3547485	REGISTERED