

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM490744

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Complete Nutrition Acquisition Co, LLC		07/01/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CNMC Holdings, LLC		
<b>Street Address:</b>	17220 Wright Street		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	Omaha		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68130		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 21</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87845164	COMPLETE ELITE	
<b>Registration Number:</b>	5131153	COMPLETE NUTRITION	
<b>Registration Number:</b>	5014400	EMBODYMENTS	
<b>Registration Number:</b>	5014223	EMBODYLEAN	
<b>Registration Number:</b>	4009120	COMPLETENUTRITION	
<b>Registration Number:</b>	3995221	CTS360	
<b>Registration Number:</b>	4519266	PRIME ABS	
<b>Registration Number:</b>	4412255	TRUFORM	
<b>Registration Number:</b>	4344229	REFIRM	
<b>Registration Number:</b>	4344228	MANCORE	
<b>Registration Number:</b>	4309002	TRIM 10	
<b>Registration Number:</b>	4254116	3PLENISH	
<b>Registration Number:</b>	4290310	SEN-FRX	
<b>Registration Number:</b>	4351524	PRIME TRIM	
<b>Registration Number:</b>	4351523	PRIME DRIVE	
<b>Registration Number:</b>	4290283	ISO-Z5	
<b>Registration Number:</b>	4290282	ELITE GOLD	
<b>Registration Number:</b>	4136995	XALT	
<b>TRADEMARK</b>			

OP \$540.00 87845164

Property Type	Number	Word Mark
Registration Number:	3287914	COMPLETENUTRITION LOOK BETTER. FEEL BETT
Registration Number:	2994199	RECLAIM
Registration Number:	3343430	TO YOUR HEALTH YOUR VITAL PATHWAY TO COM

**CORRESPONDENCE DATA**

**Fax Number:** 6082584258

*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.*

**Phone:** 6082584204

**Email:** jrodriguez@foley.com

**Correspondent Name:** Tricia L. Schulz - Foley & Lardner LLP

**Address Line 1:** 150 East Gilman Street

**Address Line 2:** Suite 5000

**Address Line 4:** Madison, WISCONSIN 53703

<b>ATTORNEY DOCKET NUMBER:</b>	118084-0104
<b>NAME OF SUBMITTER:</b>	Tricia L. Schulz
<b>SIGNATURE:</b>	/tschulz/
<b>DATE SIGNED:</b>	09/20/2018

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (“**Assignment**”) is effective as of the 1<sup>st</sup> day of July, 2018, by and between Complete Nutrition Acquisition Co, LLC, a Delaware limited liability company (“**Assignor**”) and CNMC Holdings, LLC, a Delaware limited liability company (“**Assignee**”).

**WHEREAS**, Assignor and Assignee are parties to a certain Contribution and Assignment Agreement effective as of July 1, 2018 (“**Contribution Agreement**”), pursuant to the terms of which Assignor agreed to assign certain assets of Assignor, including the trademarks listed in the attached Schedule A (the “**Marks**”) to Assignee; and

**WHEREAS**, Assignor and Assignee are desirous of making this Assignment a matter of record in the U.S. Patent and Trademark Office, and with any other appropriate foreign or international office or registrar; and

**NOW, THEREFORE**, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer to Assignee the entire right, title and interest in, to and under said Marks, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, together with the goodwill of the business in connection with which the Marks are used and all rights of enforcement and recovery for past, present or future infringements or unauthorized uses of the Marks. Assignor further agrees to execute and deliver any documents necessary or appropriate to give effect to the intent and terms of this agreement.

The execution and delivery of this Assignment shall not, in any way, affect or limit the rights and obligations of Assignor and Assignee under, or enlarge, restrict or otherwise modify, the terms of the Contribution Agreement.

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IN TESTIMONY WHEREOF, Assignor has, through its duly authorized representative, executed this Assignment as of the date and year first written above.

COMPLETE NUTRITION ACQUISITION CO, LLC

By: Sean Broderick

Name: Sean Broderick

Title: Chief Financial Officer

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

**SCHEDULE A**

<b>Mark</b>	<b>Application/Registration No.</b>	<b>Jurisdiction</b>
COMPLETE ELITE	87/845164	U.S.
COMPLETE NUTRITION	5131153	U.S.
EMBODYMENTS	5014400	U.S.
EMBODYLEAN	5014223	U.S.
COMPLETENUTRITION	4009120	U.S.
CTS360	3995221	U.S.
PRIME ABS	4519266	U.S.
TRUFORM	4412255	U.S.
REFIRM	4344229	U.S.
MANCORE	4344228	U.S.
TRIM 10	4309002	U.S.
3PLENISH	4254116	U.S.
SEN-FRX	4290310	U.S.
PRIME TRIM	4351524	U.S.
PRIME DRIVE	4351523	U.S.
ISO-Z5	4290283	U.S.
ELITE GOLD	4290282	U.S.
XALT	4136995	U.S.
COMPLETENUTRITION LOOK BETTER. FEEL BETTER. PERFORM BETTER.	3287914	U.S.
RECLAIM	2994199	U.S.
TO YOUR HEALTH YOUR VITAL PATHWAY TO COMPLETE NUTRITION	3343430	U.S.