

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496346

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CNMC Holdings, LLC		07/01/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	CNMC Distribution, LLC		
Street Address:	17220 Wright Street		
Internal Address:	Suite 2000		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68130		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Serial Number:	87845164	COMPLETE ELITE	
Registration Number:	5131153	COMPLETE NUTRITION	
Registration Number:	5014400	EMBODYMENTS	
Registration Number:	5014223	EMBODYLEAN	
Registration Number:	4009120	COMPLETENUTRITION	
Registration Number:	3995221	CTS360	
Registration Number:	4519266	PRIME ABS	
Registration Number:	4412255	TRUFORM	
Registration Number:	4344229	REFIRM	
Registration Number:	4344228	MANCORE	
Registration Number:	4309002	TRIM 10	
Registration Number:	4254116	3PLENISH	
Registration Number:	4290310	SEN-FRX	
Registration Number:	4351524	PRIME TRIM	
Registration Number:	4351523	PRIME DRIVE	
Registration Number:	4290283	ISO-Z5	
Registration Number:	4290282	ELITE GOLD	
Registration Number:	4136995	XALT	
TRADEMARK			

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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: 608 258-4204

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

ATTORNEY DOCKET NUMBER:	118084-0104
NAME OF SUBMITTER:	Tricia L. Schulz
SIGNATURE:	/tschulz/
DATE SIGNED:	11/01/2018

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) is effective as of the 1st day of July, 2018, by and between CNMC Holdings, LLC, a Delaware limited liability company (“Assignor”) and CNMC Distribution, LLC, a Delaware limited liability company (“Assignee”).

WHEREAS, Assignor and Assignee are parties to a certain Contribution 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

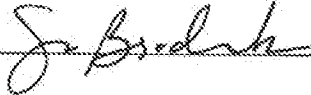
NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer to Assignee the entire right, title and interest in, to and under said Marks, including any 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.

CNMC HOLDINGS, LLC

By: 

Name: Sean Broderick

Title: Chief Financial Officer

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

SCHEDULE A

Mark	Application/Registration No.	Jurisdiction
COMPLETE ELITE	87/845164	U.S.
COMPLETE NUTRITION	5131153	U.S.
EMBODYMENTS	5014400	U.S.
EMBODYLEAN	5014223	U.S.
COMPLETE NUTRITION	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.
COMPLETE NUTRITION 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.