

Power of Attorney

Maximum Human Performance, LLC, a Limited Liability Company organized under the laws of the State of Delaware, having a primary address of 21 Dwight Place, Fairfield, New Jersey, 07004, United States of America, hereby revokes all powers of attorney previously given and appoints Curtis Krechevsky, Esq., George A. Pelletier, Jr., Esq., and all attorneys of the law firm Cantor Colburn LLP, 20 Church Street, 22nd Floor, Hartford, Connecticut 06103-3207, as its attorneys jointly or separately for the purpose of appointment to file and the prosecution of trademark applications for registration and to keep said registrations in force, to transact all business with the respective trademark offices in connection with said trademark applications and/or registrations, to receive the certificates of registration, to file notices of opposition, appeals, replies and any and all other correspondence in connection with such trademark applications and registrations, to withdraw trademark applications, and to renounce trademark registrations.

Respectfully submitted,

Signed: 

Name: Craig A. Larser

Title: Legal & Regulatory Affairs

Dated: March 2, 2012