Magnetic Field can do Work on $\overrightarrow{\mu}$

From Physics 211:
$$W = \int \tau d\theta$$

From Physics 212: $\vec{\tau} = \vec{\mu} \times \vec{B} = \mu B \sin(\theta)$

$$W = \int \mu B \sin(\theta) d\theta = \mu B \cos(\theta) = \vec{\mu} \cdot \vec{B}$$

$$\Delta U = -W$$

Define U = 0 at position of maximum torque

$$U \equiv -\vec{\mu} \cdot \vec{B}$$

