

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NaturalMax, Inc.		03/03/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	NutraMarks, Inc.		
Street Address:	1500 Kearns Boulevard, Suite B200		
City:	Park City		
State/Country:	UTAH		
Postal Code:	84060		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2042286	FAST-CAPS	
Registration Number:	2429043	NATURALMAX	
Registration Number:	2756473	CELLUFITE	
CORRESPONDENCE DATA			
Fax Number:	(435)658-5989		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	435-655-6000		
Email:	legal@nutracorp.com		
Correspondent Name:	Alison Pitt		
Address Line 1:	1500 Kearns Boulevard, Suite B200		
Address Line 4:	Park City, UTAH 84060		
ATTORNEY DOCKET NUMBER:	NATURALMAX MARKS		
NAME OF SUBMITTER:	Alison Pitt, Attorney of record, UT bar		
Signature:	/Alison Pitt/		

OP \$90.00 2042286

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TRADEMARK
 REEL: 004489 FRAME: 0838

Date:

03/03/2011

Total Attachments: 3

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INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (the "Assignment") is made as of this 3rd day of March, 2011 (the "Effective Date"), by NaturalMax, Inc., a Delaware corporation, with its principal office located at 1500 Kearns Boulevard, Suite B200, Park City, Utah 84060 ("Assignor"), to NutraMarks, Inc., a Delaware corporation, with its principal place of business located at 1500 Kearns Boulevard, B-200, Park City, Utah 84060 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the trademarks and United States trademark registrations listed on Schedule "A" as well as all other trademarks, service marks and other marks owned by Assignor (collectively, the "Marks").

WHEREAS, Assignor wishes to assign all right, title and interest in and to the Marks together with the goodwill of the business with which the Marks are used.

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee the entire right, title and interest in and to the Marks together with the goodwill of the business with which the Marks are used, and all registrations and applications therefor, in the United States and for all foreign countries, including any renewals and extensions of the registrations that are now or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made; together with all income, royalties or payments due or payable as of the Effective Date of thereafter, including, without limitation, all claims for damages by reason of past, present or future, infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner thereof.

Assignor's right, title and interest is transferred subject to any liens and encumbrances of record. Assignor represents and warrants that it has full right to assign all of its interests therein, and that it has not executed and will not execute any agreement or other instrument in conflict herewith.

Assignor shall provide to assignee, its successors, assigns or other legal representatives, cooperation and assistance at Assignee's request (including the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required): (i) in the preparation and

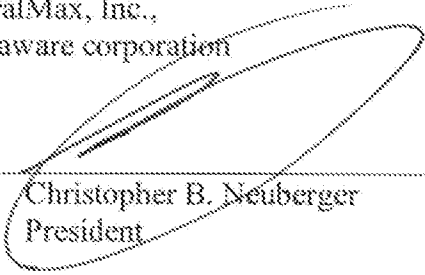
prosecution of application for registration or any application for renewal of a registration covering any of the Marks; (ii) in the prosecution or defense of any interference, opposition, infringement, or other proceedings that may arise in connection with any of the Marks, including, but not limited to, testifying as to any facts relating to the Marks assigned herein and this Assignment; (iii) in obtaining any additional trademark protection for the Marks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or for all foreign countries; and (iv) in the implementation or perfection of this Assignment.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be signed and executed by the undersigned officers thereunto duly authorized on the Effective Date.

ASSIGNOR:

NaturalMax, Inc.,
a Delaware corporation

By: _____


Christopher B. Neuberger
President

SCHEDULE A

Trademark	Serial Number	Registration Number	Int'l Class
FAST-CAPS®	74/601,922	2,042,286	5
NATURALMAX®	75/310,610	2,429,043	5
CELLUFITE®	75/662,354	2,756,473	5