

MRO
8-27-98

LAW OFFICES OF
ROTH & GOLDMAN
A PROFESSIONAL ASSOCIATION
523 WEST SIXTH STREET, SUITE 707
LOS ANGELES, CALIFORNIA 90014-1102

LOS ANGELES OFFICE
TELEPHONE (213) 688-1143

FACSIMILE (213) 688-1439
E-MAIL: rothgoldman@earthlink.net

09-03-1998

RECORD



DEMARKS

Box ASSIGNMENT **100806652**
Commissioner of Patents and Trademarks
Washington, D. C. 20231

August 18, 1998

Dear Sir:

Please record the attached original documents or copies thereof.

1. NAME OF CONVEYING PARTY	<input type="checkbox"/> Individual
Nu Skin International, Inc.	<input type="checkbox"/> General Partnership
75 West Center Street	<input checked="" type="checkbox"/> Corporation - State: Utah
Provo, UT 84601	<input type="checkbox"/> Association
United States of America	<input type="checkbox"/> Limited Partnership

2. NAME OF RECEIVING PARTY	<input type="checkbox"/> Individual
Big Planet, Inc.	<input type="checkbox"/> General Partnership
75 West Center Street	<input checked="" type="checkbox"/> Corporation - State: Utah
Provo, UT 84601	<input type="checkbox"/> Association
United States of America	<input type="checkbox"/> Limited Partnership

If assignee is not domiciled in the U.S., a domestic representative designation is attached
 YES NO

3. NATURE OF CONVEYANCE	<input checked="" type="checkbox"/> Assignment	<input type="checkbox"/> Merger
	<input type="checkbox"/> Security Agreement	<input type="checkbox"/> Change of Name

Execution Date: 12 August 1998

4. APPLICATION AND/OR REGISTRATION NUMBER(S)
A. Application No(s):
B. Registration No(s): 2,174,408

0000031 2174408
44.00 CP
01 FC:401
09/02/1998 TTW11

5. NAME OF PARTY TO RECEIVE CORRESPONDENCE

Roth & Goldman
523 W. 6th Street, Suite 707
Los Angeles, CA 90014

6. TOTAL NUMBER OF APPLICATIONS/REGISTRATIONS INVOLVED: 1

7. TOTAL FEE \$ 40.00

Enclosed

Excess, if any, is authorized to be charged to Deposit Account No. 18-2069.

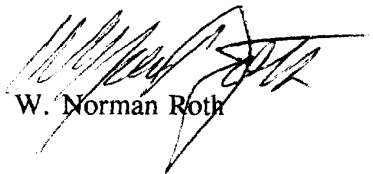
8. STATEMENT & SIGNATURE

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

9. PAGES

Total number of pages including cover sheet, attachments and document 4.

Very truly yours,



W. Norman Roth

WNR/ad
enclosures

ASSIGNMENT
(With Goodwill)

WHEREAS, Nu Skin International, Inc.
(an Utah corporation)
75 West Center Street
Provo, UT 84601

(hereinafter called the ASSIGNOR) is owner of the following Trademark(s) in the United States of America:

BIG PLANET U.S. Registration No. 2,174,408 dated July 21, 1998

AND WHEREAS, Big Planet, Inc.
(an Utah Corporation)
75 West Center Street
Provo, UT 84601


(hereinafter called the ASSIGNEE) is desirous of acquiring the entire right, title and interest in and to the aforesaid Trademark(s) together with the goodwill of the business symbolized by the Trademark(s) and any registration thereof,

NOW THEREOFRE, TO ALL WHOM IT MAY CONERN, be it know that for and in consideration of the United States dollars (\$10.00 US) and other good and valuable consideration receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the aforesaid registered and unregistered Trademark(s) together with the entire goodwill of the business symbolized by the Trademark(s) and all rights which the said ASSIGNOR has heretofore enjoyed thereunder, the same to be held and enjoyed by the said ASSIGNEE, its successors and assigns.

This assignment shall not be deemed to be effective until it is executed by the ASSIGNEE.

IN WITNESS WHEREOF, the said ASSIGNOR has executed this agreement this 12th day of August, 1998.

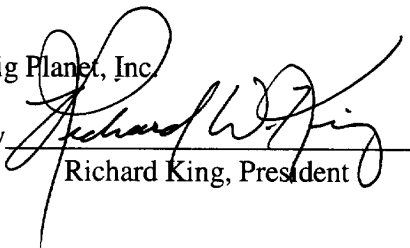
Nu Skin International, Inc.

by 
M. Truman Hunt
Vice President & Assistant Secretary

This document should be executed by the ASSIGNOR in the presence of a Notary and, if applicable, each party should affix its Corporate Seal adjacent its signature.

ASSIGNEE'S ACCEPTANCE

IN WITNESS WHEREOF, the said ASSIGNEE accepts and has executed this assignment this 27 day of August 1998.

Big Planet, Inc.
by 
Richard King, President