

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>NANCY K. GARDNER, ESQ. NEEDLE & ROSENBERG, P.C. Suite 1200, The Candler Building 127 Peachtree Street, N.E. Atlanta, Georgia 30303-1811 (404) 688-0770</p>	<p>6. Total number of applications and registrations involved: 3</p>
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7. Total fee (37 CFR 3.41): \$90.00 \$40.00 1ST MARK PER DOCUMENT/\$25.00 EXTRA MARKS

Enclosed

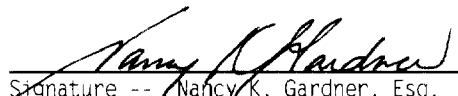
Authorized to be charged to Deposit Account.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, to Deposit Account No. 14-0629.

8. Deposit account number: 14-0629

(Attach duplicate copy of this form if paying by deposit account)

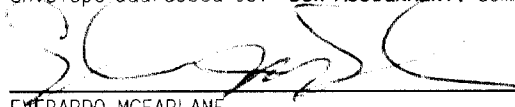
9. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.


Signature -- Nancy K. Gardner, Esq.

11/20/00
Date

Total Number of Pages Including Cover Sheet, Attachments, and Document: 3

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: **BOX ASSIGNMENT**, Commissioner for Trademarks, Washington, D.C. 20231, on this 20th day of NOVEMBER, 2000.


EVERARDO MCFARLANE

11-20-00
Date

W078292

TRADEMARK ASSIGNMENT

This Assignment is made this 15 day of November, 2000.

WHEREAS, Segmentation America, Inc., a Georgia corporation, is the applicant of the following United States Trademark Application(s)

MARK	SERIAL NUMBER	DATE FILED
STRONG & HEALTHY and Design	75/871,479	12/14/99
STRENGTH OF NATURE	75/871,478	12/14/99
PROFECTIV	75/871,104	12/14/99

WHEREAS, Strength of Nature, LLC, is a Georgia Limited Liability Company and successor to the existing and ongoing business of Segmentation America, Inc. to which the trademark applications pertain;

NOW, THEREFORE, for good and valuable consideration the sufficiency and receipt of which is hereby acknowledged, Segmentation America, Inc. does hereby sell, assign and transfer unto Strength of Nature, LLC, the entire right, title and interest in and to the trademark applications and the associated marks, together with the goodwill of the existing and ongoing business of Segmentation America, Inc.

I DECLARE under penalty of perjury that the foregoing is true and correct per 28 U.S.C. Section 1746.

SEGMENTATION AMERICA, INC.

By:  (L.S.)
Mario de la Guardia
President

Date: 11-15-00

W116627

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