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FORM PTO-1594 1-31-92

12-15-2000

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

101553391				
TO THE COMMISSIONER FOR TRADEMARKS: Please record the attached original documents or copy thereof. ATTORNEY DOCKET NO.: 19124.1000-2				
 Name of conveying party(ies): 	2. Name and address of receiving party(ies):			
Segmentation America, Inc.	Name: Strength of Nature, LLC			
[] Individual(s) [] Association [] General Partnership [] Limited Partnership [X] Corporation State: GA [] Other	Internal Address: Suite 349 Street Address: 8351 Roswell Road City: Atlanta State: GA			
Additional names of conveying party(ies) attached?	State: GA Zip: 30350 [] Individual(s) [] Association [] General Partnership [] Limited Partrership [] Corporation State: [X] Other Limited Liability Company If Assignee is not domiciled in the United States, a domestic representative designation is attached: [] YES [] NO DESIGNATION MUST BE A SEPARATE DOCUMENT FROM ASSIGNMENT. Additional name(s) and address(es) attached? [] YES [X] NO			
3. Nature of conveyance:				
X Assignment Merger	Other			
Security Agreement Change of Name				
Execution Date: November 15, 2000 Effective Date: November 15, 2000				
Application number(s) or registration number(s):A. Trademark Application No.(s): 75/871,479: 75/871,478; 75/871,104	B. Tracemark Registration No.(s): REGISTRATION NO.			
Additional numbers attached? [] YES [x] NC				

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5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved: 3		
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			
7. Total fee (37 CFR 3.41): \$90.00	\$40.00 1ST MARK PER DOCUMENT/\$25.00 EXTRA MARKS		
[X] Enclosed			
[] Authorized to be charged to Deposit Account.			

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 Nancyk. Gardner, Esq. 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.			
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	<u> </u>		
EVERARDO MCFARLANE	Date		

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REEL: 002195 FRAME: 0817

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TRADEMARK ASSIGNMENT

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.

Mario de la Guardia

President

Date: //-/5-00

WHEAT

RECORDED: 11/27/2000

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TRADEMARK
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(L.S.)