

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

**1. Name of conveying party(ies):**

Life Services Supplements, Inc.  
3535 Route 66  
Neptune, NJ 07753

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State **NEW JERSEY**
- Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

**3. Nature of conveyance:**

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

Execution Date: October 23, 2003

**2. Name and address of receiving party(ies)**

Name: KETO, L.L.C.

Internal

Address: \_\_\_\_\_

3535 Route 66

Street Address: \_\_\_\_\_

City: Neptune State: NJ Zip: 07753

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other New Jersey Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

**4. Application number(s) or registration number(s):**

**A. Trademark Application No.(s)**

See Attached Schedule of Trademark Applications

**B. Trademark Registration No.(s)**

See attached Schedule of Trademark Registrations

Additional number(s) attached  Yes  No

**5. Name and address of party to whom correspondence concerning document should be mailed:**

Name: IP Docket Administrator

Internal Address: \_\_\_\_\_

Gibbons, Del Deo, Dolan, Griffinger & Vecchione, P.C.

Street Address: One Riverfront Plaza

City: Newark State: NJ Zip: 07102-5496

**6. Total number of applications and registrations involved:** ..... 46

**7. Total fee (37 CFR 3.41)**..... \$ 1,165.00

- Enclosed
- Authorized to be charged to deposit account

**8. Deposit account number:**

03-3839

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

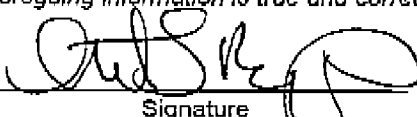
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**9. Statement and signature.**

*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.*

Arthur L. Briggs

Name of Person Signing



Signature

October 31, 2003

Date

6

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

CH \$1,165.00 033839 76606796

THE TRADEMARKS

Applications

CARB KILLER	AP:	76/505,796
CARBCOUNTERS	AP:	76/385,432
KEETERS	AP:	76/547,116
KETO	AP:	75/808,818
KETO	AP:	76/546,907
KETO & DESIGN	AP:	76/088,773
KETO BETTER THAN RICE	AP:	76/541,577
KETO BREAD	AP:	76/548,411
KETO BREAD MIX	AP:	76/546,909
KETO BUTTA	AP:	76/547,113
KETO CARB KILLER	AP:	76/505,797
KETO CARB KOOLER	AP:	76/547,115
KETO CARBCOUNTERS	AP:	76/385,433
KETO CHIPS	AP:	76/547,118
KETO COCOA CRISP	AP:	76/527,810
KETO COOKIES	AP:	76/546,908
KETO CRAVE	AP:	76/528,079
KETO CRUMBS	AP:	76/548,409
KETO ELF	AP:	76/533,763
KETO GOOD MORNING	AP:	76/535,269
KETO HOT CEREAL	AP:	76/548,415
KETO HOT COCOA	AP:	76/548,678
KETO ICE CREAM	AP:	76/548,410
KETO KETATO	AP:	76/548,412
KETO KIDS	AP:	76/533,371
KETO KIDZ	AP:	76/548,408
KETO KOOLER	AP:	76/547,117
KETO MILK	AP:	76/548,679
KETO MINI	AP:	76/512,002

**THE TRADEMARKS**

**Applications (Continued)**

KETO MIX	AP:	76/548,677
KETO NUTS	AP:	76/548,413
KETO PIZZA DOUGH MIX	AP:	76/548,676
KETO PUDDING	AP:	76/548,414
KETO QUICK	AP:	76/532,247
KETO QUICK BREAD	AP:	76/546,905
KETO SHAKE	AP:	75/548,407
KETO SHERBET MIX	AP:	76/548,680
KETO SOY SHAKE	AP:	76/548,852
KETO SPORT	AP:	76/525,687
KETO SWEET	AP:	75/547,114
LIVE LOW CARB WHILE EATING YOUR FAVORITE FOODS	AP:	76/546,906

**THE TRADEMARKS**

**Registrations**

KET-O.J.	2,468,023
KETATO	2,487,343
KETO BAR	2,687,640
KETO CRISP	2,662,280
KETO SHAKE	2,413,260

UNITED STATES

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made on the \_\_\_ day of \_\_\_\_\_, 2003 between Life Services Supplements, Inc., a corporation organized under the laws of the State of New Jersey (the "Assignor"), of 3535 Route 66, Neptune, New Jersey 07753 and KETO, L.L.C., a New Jersey Limited Liability Company (the "Assignee"), of 3535 Route 66, Neptune, New Jersey 07753.


WHEREAS, the Assignor is the proprietor in the United States of the trademark applications and registrations listed in the Schedule attached hereto ("The Trademarks");

WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to The Trademarks and the goodwill associated therewith.

NOW THEREFORE, in consideration of the sum of \$200.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all its rights, title and interests to The Trademarks and the registrations therefor, together with the goodwill of the business which is symbolized by The Trademarks and together with the ongoing business of assignor in connection with The Trademarks as used or intended to be used.

ASSIGNOR:

Life Services Supplements, Inc.

By:   
William Lederman  
Executive Vice President and  
Chief Operating Officer

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)

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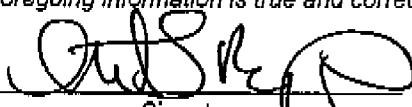
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Arthur L. Briggs

Name of Person Signing



Signature

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Washington, D.C. 20231

**GIBBONS, DEL DEO, DOLAN, GRIFFINGER & VECCHIONE**

A PROFESSIONAL CORPORATION  
ATTORNEYS AT LAW

ONE RIVERFRONT PLAZA  
NEWARK, N.J. 07102-5496

OFFICE: (973) 596-4500  
TELECOPY: (973) 596-0545

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