

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Market America, Inc.		02/19/2004	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Arthur S. Agatston		
Street Address:	2549 Sunset Drive, Sunset Island No. 2		
City:	Miami Beach		
State/Country:	FLORIDA		
Postal Code:	33140		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2633433	SOUTH BEACH DIET	
CORRESPONDENCE DATA			
Fax Number:	(212)593-9175		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 980-0120		
Email:	erosenthal@fkkslaw.com		
Correspondent Name:	Edward H. Rosenthal		
Address Line 1:	488 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	13594-0200-5779		
NAME OF SUBMITTER:	Christina Matthews		
Total Attachments: 1			
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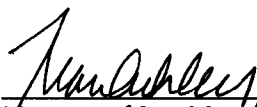
ASSIGNMENT OF TRADEMARK

The Assignment is made as of February 19, 2004, by Market America, Inc., a North Carolina corporation with an address at 1302 Pleasant Ridge Road, Greensboro North Carolina 27409 ("ASSIGNOR"), to Arthur S. Agatston, an individual citizen of the United States, with an address at 2549 Sunset Drive, Sunset Island No. 2, Miami Beach, Florida 33140 ("ASSIGNEE").

NOW THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all right, title and interest in and to the trademark registration SOUTH BEACH DIET (Registration No. 2633433), together with the goodwill of the business symbolized by and associated with such trademark.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment.

MARKET AMERICA, INC.



Name: MARC ASHLEY

Title: COO