

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	Nunc Pro Tunc Assignment (Effective 10/14/2003)
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cruz Bay Publishing, Inc.		11/22/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Better Nutrition Publishing, LLC
Street Address:	300 Continental Avenue
Internal Address:	Suite 650
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2102728	BETTER NUTRITION
Registration Number:	2774760	BETTER NUTRITION NATURAL SOLUTIONS FOR HEALTHY LIVING
Registration Number:	2228410	NATURALLY THE RIGHT CHOICE

CORRESPONDENCE DATA	
Fax Number:	(804)344-7999 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>
Phone:	804-788-8523
Email:	HWRITM@hunton.com
Correspondent Name:	Edward T. White
Address Line 1:	951 East Byrd Street
Address Line 2:	Riverfront Plaza, East Tower
Address Line 4:	Richmond, VIRGINIA 23219-4074

ATTORNEY DOCKET NUMBER:	55895.501
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NAME OF SUBMITTER:	Shannon Adkins
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Total Attachments: 1  
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**NUNC PRO TUNC ASSIGNMENT OF MARKS**

WHEREAS, Cruz Bay Publishing, Inc., a corporation organized under the laws of Delaware and having a business address at 300 Continental Avenue, Suite 650, El Segundo, California 90245, is the owner of the following trademarks, service marks, and U.S. applications therefor and registrations thereof:

<u>Trademark</u>	<u>Application/Registration No.</u>	<u>Filing/Registration Date</u>
BETTER NUTRITION	2,102,728	October 7, 1997
BETTER NUTRITION NATURAL SOLUTIONS FOR HEALTHY LIVING	2,774,760	October 21, 2003
NATURALLY THE RIGHT CHOICE	2,228,410	March 2, 1999

(collectively, the "Marks")

WHEREAS, Better Nutrition Publishing, LLC, a limited liability company organized under the laws of Delaware and having a business address at 300 Continental Avenue, Suite 650, El Segundo, California 90245, is desirous of acquiring the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Cruz Bay Publishing, Inc. hereby assigns to Better Nutrition Publishing, LLC all right, title and interest, whether statutory or at common law, in and to the Marks together with the goodwill of the business symbolized by the Marks.

Executed this 22 day of NOVEMBER, 2004, but effective as of October 14, 2003.

CRUZ BAY PUBLISHING, INC.

By: \_\_\_\_\_

Andrew L. Clemens  
(Printed Name)

C. O. O.  
(Position)