

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Thomas E. Daniels		03/10/2005	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Back To Basics Products, Inc.		
<b>Street Address:</b>	675 West 14600 South		
<b>City:</b>	Bluffdale		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84065		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78024754	SMOOTHIE ELITE	
<b>Registration Number:</b>	2809728	SMOOTHIE ELITE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)566-0750		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(801) 566-6633		
<b>Email:</b>	siegrist@tnw.com		
<b>Correspondent Name:</b>	THORPE NORTH & WESTERN, LLP		
<b>Address Line 1:</b>	P.O. Box 1219		
<b>Address Line 4:</b>	Sandy, UTAH 84091-1219		
<b>NAME OF SUBMITTER:</b>	Peter M. de Jonge		
<b>Signature:</b>	/petermdejonge/		
<b>Date:</b>	03/23/2005		

OP \$65.00 78024754

Total Attachments: 2

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WHEN RECORDED RETURN TO:

Peter M. de Jonge  
THORPE NORTH & WESTERN, LLP  
P.O. BOX 1219  
SANDY, UTAH 84091-1219

ATTORNEY DOCKET NOS. T9968.TM & T9901.TM

## ASSIGNMENT

WHEREAS, Thomas E. Daniels (hereinafter referred to as "ASSIGNOR"), a citizen of the United States of America, having an address of 9163 Canyon Gate, Sandy, Utah 84093, is the owner of all right, title, and interest in and to the following trademarks (hereinafter referred to as the Marks") and corresponding trademark applications and registrations (hereinafter referred to as the Applications and registrations"):

SMOOTHIE ELITE"

Registration No.: 2,809,728 Issued: February 3, 2004

SMOOTHIE ELITE"

Serial No.: 78/024,754 Filed: September 7, 2000

WHEREAS, Back To Basics Products, Inc., (hereinafter referred to as ASSIGNEE), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 675 West 14600 South, Bluffdale, Utah 84065, is desirous of acquiring all right, title and interest in and to the Marks held by Thomas E. Daniels, and the above-identified applications and registrations;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Marks, the above-identified applications and

registrations, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Marks.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Marks to the ASSIGNEE as the owner of the entire interest of said Marks, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 10 day of March, 2005.



Thomas E. Daniels