

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
Pharmanex, LLC	FORMERLY Pharmanex, Inc.	12/30/2000	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Nu Skin International, Inc.		
Street Address:	75 West Center Street		
City:	Provo		
State/Country:	UTAH		
Postal Code:	84601		
Entity Type:	INC. ASSOCIATION: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2358424	CHOLESTIN	
CORRESPONDENCE DATA			
Fax Number:	(801)345-3899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-345-3800		
Email:	mlogan@nuskin.com		
Correspondent Name:	Tyler Whitehead		
Address Line 1:	75 West Center Street		
Address Line 4:	Provo, UTAH 84601		
NAME OF SUBMITTER:	Tyler Whitehead		
Signature:	/twhitehead/		
Date:	05/06/2005		

OP \$40.00 2358424

Total Attachments: 1

900024274

**TRADEMARK
 REEL: 003079 FRAME: 0492**

TRADEMARK ASSIGNMENT

WHEREAS, PHARMANEX, LLC., a limited liability company of the State of Delaware, ("ASSIGNOR") having its principal office and place of business at 75 West Center Street, Provo, Utah 84601, USA, is the owner of the following trademark registration:

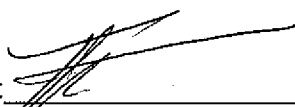
<u>MARK</u>	<u>REG NO.</u>	<u>DATE OF REG</u>	<u>CLASS</u>
CHOLESTIN	2358424	6/13/2000	30

WHEREAS, NU SKIN INTERNATIONAL, INC., a corporation of the State of Utah, ("ASSIGNEE") having its principal office and place of business at 75 West Center Street, Provo, Utah 84601, US, is desirous of acquiring said registration and application;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all rights title and interest in and to said trademark registration and application, together with the goodwill of business symbolized by the trademarks and in and to all causes of action, either in law or in equity, and any rights to sue for past, present or future infringement therefore.

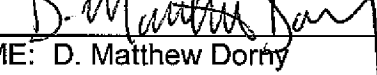
DATED: May 5, 2005

PHARMANEX, LLC.

BY: 
NAME: Tyler V. Whitehead
TITLE: Assistant Secretary

DATED: May 5, 2005

NU SKIN INTERNATIONAL, INC.

BY: 
NAME: D. Matthew Dorfy
TITLE: Vice President and Secretary