Form PTO-1594 (Rev. 03/05) OMB Collection 0651-0027 (exp. 6/30/2005)	U.S. DEPARTMENT OF COMMERCE United States Patent and Trademark Office
RECORDATION FORM COVER SHEET TRADEMARKS ONLY	
To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
1. Name of conveying party(ies):	2. Name and address of receiving party(ies)
THE JACK LA LANNE COMPANY	Additional names, addresses, or citizenship attached? X No Name: Befit Enterprises
Individual(s) Association	Internal PMB 151
General Partnership Limited Partnership	Street Address: 430 Quintana Road
X Corporation- State: California	City: Morro Bay
Other	State: California
Citizenship (see guidelines)	Country: U.S.A. Zip: 93442
Additional names of conveying parties attached? Yes No	Association Offizeriship
3. Nature of conveyance)/Execution Date(s):	General Partnership Citizenship
Execution Date(s) 3/11/2005	Limited Partnership Citizenship
Assignment Merger	X Corporation Citizenship California
Security Agreement Change of Name	Citizenship
X Other Confirmatory Agreement and	representative designation is attached: Yes No (Designations must be a separate document from assignment)
Assignment 4. Application number(s) or registration number(s) and identification or description of the Trademark.	
A. Trademark Application No.(s)	B. Trademark Registration No.(s) 1,351,946
	Additional sheet(s) attached? Yes X No
C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):	
JACK LA LANNE	
5. Name & address of party to whom correspondence concerning document should be mailed: Name: Edouard V. Rosa, Esq.	6. Total number of applications and registrations involved:
Internal Address:	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00
The state of the s	X Authorized to be charged by credit card
Street Address: 5304 Derry Avenue	Authorized to be charged to deposit account
Suite S	LI Enclosed
City: Agoura Hills	8. Payment Information:
State: California Zip: 91301	a. Credit Card Last 4 Numbers 1568 Expiration Date 03/06
Phone Number: <u>818-735-0590</u>	b. Deposit Account Number
Fax Number: 818-735-0594 Email Address: evrosalaw@att.net	Authorized User Name
9. Signature:	
Signature	
Edouard V. Rosa	Total number of pages including cover 2
Name of Person Signing	sheet, attachments, and document:

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003091 FRAME: 0721

PAGE 02

THIS IS TO CONFIRM the following Agreement and Assignment of United States Trademark Registration No. 1,351,946 for the mark "JACK LA LAMNE" for candy bars dated July 30, 1985 (bereinafter referred to as "Registration") between THE JACK LA LANNE COMPANY formerly a California corporation, now dissolved, whose business address is 430 Quintana Road, PMB 151, Morio Bay, California 93442 (hereinafter referred to as "Assignor") and BEFIT ENTERPRISES, a California corporation, having its principal place of business at 430 Quintana Road, PMB 151, Morro Bay, California 93442 (hereinafter referred to as "Assignee").

WHEREAS, ASSIGNOR on September 5, 1991, subsequent to the filing of a Section 8 & 15 Affidavit for the Registration which was accepted in the United States Patent and Trademark Office on or about November 25, 1991, assigned all right, title and interest in and to said Registration, together with the good will of the business symbolized by the "JACK LA LANNE" trademark and the

WHEREAS, ASSIGNOR and ASSIGNEE are agreed that it is desirable that the aforesaid Assignment be confirmed by an instrument in writing for the benefit and protection of the parties and of the

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said AssignEE all right, title, and interest in and to the said "JACK LA LAMME" mark, together with the good will of the business symbolized by the mark, and the above identified Registration

> THE JACK LA LANNE COMPANY a California corporation now dissolved

Ву

Dated: March 11, 2005

Elaine Lalanne, Secretary Treasurer

06S22JJS08T:01

MAR-11-2005 FRI 02:15PM ID:

RECORDED: 04/13/2005