

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------|----------|----------------|-------------------------------------|
| PH OPCO, LLC | | 03/18/2005 | LIMITED LIABILITY COMPANY: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|-------------------------------------|
| Name: | Healthy Directions, LLC |
| Street Address: | 7811 Montrose Road |
| City: | Potomac |
| State/Country: | MARYLAND |
| Postal Code: | 20854 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 91

| Property Type | Number | Word Mark |
|----------------------|---------|-------------------------------|
| Registration Number: | 1976798 | FORWARD |
| Registration Number: | 1979760 | HEALTHY DIRECTIONS |
| Registration Number: | 1979761 | ENERGY ESSENTIALS |
| Registration Number: | 1993549 | |
| Registration Number: | 2101255 | FORWARD PLUS DAILY REGIMEN |
| Registration Number: | 2163547 | EPA-GLA ESSENTIALS |
| Registration Number: | 2222042 | MOUNTAIN HOME NUTRITIONALS |
| Registration Number: | 2235281 | HERBAL PAIN ESSENTIALS |
| Registration Number: | 2239656 | JOINT ESSENTIALS |
| Registration Number: | 2278025 | MEMORY ESSENTIALS |
| Registration Number: | 2317016 | MOUNTAIN HOME DAILY ADVANTAGE |
| Registration Number: | 2353134 | DOCTORS' PREFERRED |
| Registration Number: | 2391857 | DOCTORS' PREFERRED |

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| Registration Number: | 2434013 | IMMUNE BOOST |
| Registration Number: | 2434014 | JOINT & MUSCLE COMFORT |
| Registration Number: | 2448246 | FLORA SOLUTIONS |
| Registration Number: | 2451566 | MOOD HEALTH |
| Registration Number: | 2455733 | HEART ADVANTAGE |
| Registration Number: | 2456029 | CHOLESTEROL SOLUTIONS |
| Registration Number: | 2476286 | ADVANCED BIOSOLUTIONS |
| Registration Number: | 2476579 | POTENCE |
| Registration Number: | 2513109 | JOINT SOLUTIONS |
| Registration Number: | 2513311 | SEARCHING THE WORLD FOR BETTER HEALTH |
| Registration Number: | 2545397 | PERIMENOPAUSE MULTINUTRIENT |
| Registration Number: | 2565886 | CRANBERRY ESSENTIALS |
| Registration Number: | 2575637 | ENERGY VITALIZER |
| Registration Number: | 2585577 | DAILY BALANCE |
| Registration Number: | 2586786 | MENOPAUSE MULTINUTRIENT |
| Registration Number: | 2589018 | HERBAL SUPERFOOD BOOSTER |
| Registration Number: | 2598508 | VISION ADVANTAGE |
| Registration Number: | 2643242 | ANXIETY EASE |
| Registration Number: | 2643391 | ADVANCED ANTIOXIDANT SHIELD |
| Registration Number: | 2664736 | MENOPAUSE NUTRITIONAL SYSTEM |
| Registration Number: | 2674418 | NEURO-VASCULAR SUPPORT |
| Registration Number: | 2680246 | GLUCOSE ESSENTIALS |
| Registration Number: | 2684842 | PERIMENOPAUSE NUTRITIONAL SYSTEM |
| Registration Number: | 2703912 | DAILY BALANCE MENORRHAGIA |
| Registration Number: | 2706370 | DAILY BALANCE IRON |
| Registration Number: | 2706371 | DAILY BALANCE HOT FLASH |
| Registration Number: | 2706372 | DAILY BALANCE PMS |
| Registration Number: | 2706895 | DAILY BALANCE WEIGHT LOSS BOOSTER |
| Registration Number: | 2709066 | DAILY BALANCE MEAL REPLACEMENT SHAKE |
| Registration Number: | 2731409 | DAILY BALANCE COQ10 |
| Registration Number: | 2750895 | NATURAL PAIN ADVANTAGE |
| Registration Number: | 2760171 | EFA ADVANTAGE |
| Registration Number: | 2762536 | SKIN ADVANTAGE |
| Registration Number: | 2775611 | DAILY BALANCE L-CARNITINE |
| Registration Number: | 2775612 | DAILY BALANCE SOY ISOFLAVONES |

| | | |
|----------------------|----------|---|
| Registration Number: | 2815780 | MEMORY DEFENSE |
| Registration Number: | 2832897 | DAILY VITALITY |
| Registration Number: | 2834841 | ELDERBERRY ADVANTAGE |
| Registration Number: | 2846122 | VITAL BRAIN |
| Registration Number: | 2846130 | PROBIOTIC ADVANTAGE |
| Registration Number: | 2858840 | BP ESSENTIALS |
| Registration Number: | 2860515 | ONESOY |
| Registration Number: | 2866072 | DAILY BALANCE JOINT ANSWER FOR WOMEN |
| Registration Number: | 2875431 | NATURAL PAIN ESSENTIALS |
| Registration Number: | 2889046 | DAILY BALANCE VISION ANSWER |
| Registration Number: | 2900370 | ADVANCED Q PLUS |
| Registration Number: | 2958952 | DAILY BALANCE BONE HEALTH |
| Serial Number: | 75808185 | DEFIENCE |
| Serial Number: | 76336046 | Q10 ADVANTAGE |
| Serial Number: | 78218620 | PEARLBIOTICS |
| Serial Number: | 78291174 | DAILY BALANCE PAIN RELIEF CREAM |
| Serial Number: | 78324711 | OSTEOBUILD ADVANTAGE |
| Serial Number: | 78366037 | DAILY BALANCE ESSENTIAL FATTY ACID COMPLEX |
| Serial Number: | 78403231 | DAILY BALANCE MEMORY ANSWER |
| Serial Number: | 78406484 | VITAL MOOD |
| Serial Number: | 78406492 | PREZYME |
| Serial Number: | 78422446 | ULTRAFLEX SOOTHING COMFORT |
| Serial Number: | 78425607 | DAILY BALANCE RADIANCE |
| Serial Number: | 78428771 | PROSTATE SOLUTIONS |
| Serial Number: | 78459054 | BRAIN ADVANTAGE |
| Serial Number: | 78465496 | VITAL COMFORT |
| Serial Number: | 78472466 | SHENANDOAH NUTRITION |
| Serial Number: | 78472672 | DAILY BALANCE ALKALINIZER |
| Serial Number: | 78472722 | PHASECLEAR |
| Serial Number: | 78472739 | DAILY BALANCE BONE REVITALIZER |
| Serial Number: | 76471079 | ADVANCED Q |
| Serial Number: | 78540122 | DAILY ANSWER MULTINUTRIENT FOR WOMEN |
| Serial Number: | 78578718 | DAILY BALANCE PROBIOTIC ANSWER |
| Serial Number: | 78519411 | DR. STEPHEN SINATRA'S HEART, HEALTH & NUTRITION A CARDIOLOGIST'S GUIDE TO TOTAL WELLNESS |

| | | |
|----------------|----------|-------------------------------|
| Serial Number: | 78583635 | FORWARD NUTRITION |
| Serial Number: | 78583680 | HEALTHY DIRECTIONS |
| Serial Number: | 78583670 | HEALTHY DIRECTIONS PUBLISHING |
| Serial Number: | 78540110 | NATTOFLOW |
| Serial Number: | 78637735 | RIBOBOOST |
| Serial Number: | 78507440 | SIMPLE LIVING |
| Serial Number: | 78529070 | VITAL DIGESTION |
| Serial Number: | 78529158 | VITAL EFA |
| Serial Number: | 78529077 | VITAL H FACTOR |

CORRESPONDENCE DATA

Fax Number: (202)672-5399

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (202) 672-5300

Email: PTOMailWashington@foley.com

Correspondent Name: Norm J. Rich

Address Line 1: Foley & Lardner LLP

Address Line 2: 3000 K Street, N.W., Suite 500

Address Line 4: Washington, DISTRICT OF COLUMBIA 20007-5143

| | |
|-------------------------|----------------|
| ATTORNEY DOCKET NUMBER: | 047870-0101 |
| NAME OF SUBMITTER: | Norm J. Rich |
| Signature: | /Norm J. Rich/ |
| Date: | 10/26/2005 |

Total Attachments: 3

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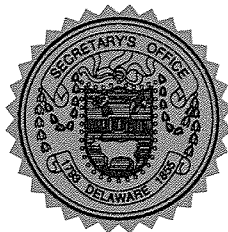
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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "PH OPCO, LLC", CHANGING ITS NAME FROM "PH OPCO, LLC" TO "HEALTHY DIRECTIONS, LLC", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF MARCH, A.D. 2005, AT 10:21 O'CLOCK A.M.



3838253 8100

050226253

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3755564

DATE: 03-18-05

TRADEMARK
REEL: 003183 FRAME: 0524

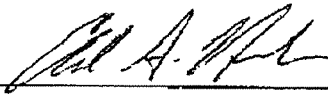
State of Delaware
Secretary of State
Division of Corporations
Delivered 10:21 AM 03/18/2005
FILED 10:21 AM 03/18/2005
SRV 050226253 - 3838253 FILE

STATE OF DELAWARE CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: PHOPCO, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows: The name of the limited liability company is changed to: Healthy Directions, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 16 day of March, A.D. 2005.

By: 
Authorized Person(s)

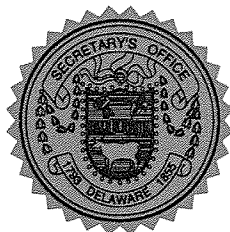
Name: Edward S. Hawk
Print or Type

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "HEALTHY DIRECTIONS, LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE EIGHTEENTH DAY OF MARCH, A.D. 2005.



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

3838253 8300

AUTHENTICATION: 3755565

050226253

DATE: 03-18-05

RECORDED: 10/28/2005

TRADEMARK
REEL: 003183 FRAME: 0526