

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Metabolife, Inc.		11/03/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	ISI Brands, Inc.
Street Address:	3133 Orchard Vista Drive SE
City:	Grand Rapids
State/Country:	MICHIGAN
Postal Code:	49546
Entity Type:	CORPORATION: MICHIGAN

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	2530422	CHINAC
Registration Number:	2282986	METABOLIFE
Registration Number:	1827188	METABOLIFE
Registration Number:	2778218	METABOLIFE
Registration Number:	2729838	METABOLIFE
Registration Number:	2281178	METABOLIFE 356
Registration Number:	2399186	METABOLIFE 356
Registration Number:	2399188	METABOLIFE 356
Registration Number:	2628529	METABOLIFE INTERNATIONAL
Registration Number:	2764598	METABOLIFE
Registration Number:	2463158	METABOLIFE TODAY
Registration Number:	2463159	METABOLIFE UPDATE
Registration Number:	2834196	METABOLIFE ULTRA
Registration Number:	2260549	MINE'RLPM

CH \$465.00 2530422

Registration Number:	1466826	STARCH BUSTERS
Registration Number:	2844603	STARCH BUSTER
Registration Number:	2264291	VITAM'NAM
Registration Number:	2300158	THE WEIGHT IS OVER

CORRESPONDENCE DATA

Fax Number: (619)696-7124

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

Phone: 619.230.7460

Email: sdipdocketing@gordonrees.com

Correspondent Name: Gordon & Rees LLP

Address Line 1: 101 West Broadway

Address Line 2: Suite 1600

Address Line 4: San Diego, CALIFORNIA 92101

ATTORNEY DOCKET NUMBER:	BMBLI.1027543
NAME OF SUBMITTER:	John L. Haller
Signature:	/John L. Haller/
Date:	12/14/2005

Total Attachments: 2

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ASSIGNMENT

This Assignment is made and entered into by and between Metabolife International, Inc. (aka Metabolife, Inc. and Metabolife) a California corporation, having a principal place of business in San Diego, California (hereinafter referred to as "Assignor") and ISI Brands, Inc., a Michigan corporation, having a principal place of business in New York City, New York (hereinafter referred to as "Assignee");

WHEREAS, Assignor has adopted, used and is using the following marks which are registered and/or which are pending applications in the Trademark Office of the United States and

WHEREAS, these registrations and applications are identified in attached Exhibit A (hereinafter sometimes referred to as "Trademarks");

WHEREAS, Assignor desires to transfer these Trademarks together with the goodwill of the business in connection with such Trademarks; and

WHEREAS, Assignee desires to acquire such Trademark registrations and applications and their associate goodwill

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and sets over unto Assignee, all of its rights, title and interests, including the right to sue for past infringements, in and to said Trademarks, as identified in attached Exhibit A, together with the goodwill of the business in connection with such Trademarks and this Assignment shall include the assignment and transfer by Assignee to Assignor of any foreign trademark rights corresponding to said Trademarks.

Assignor shall execute such other documents as may be reasonably necessary, at the request of Assignee, to effect this Assignment. Assignor shall assist Assignee in finalizing the transfer of such Assignments in the jurisdiction of such Trademarks. Assignor shall assist Assignee in the maintenance, transfer of title and the enforcement of such Trademarks in accordance with section 1.8 of the Asset Purchase Agreement. Such assistance of Assignor shall be at the cost of Assignee.

Executed in San Diego, California on this 3 day of November 2005,

ASSIGNOR
METABOLIFE, INC.

ASSIGNEE
ISI BRANDS, INC.

By: [Signature]
Title: Responsible Natural Person

By: [Signature]
Title: PRESIDENT

EXHIBIT A
TRADEMARK APPLICATIONS AND REGISTRATIONS
UNITED STATES

<u>MARK</u>	<u>REGISTRATION/APPLICATION NO.</u>
CHINAC	2,530,422
METABOLIFE	2,282,986
METABOLIFE	1,827,188
METABOLIFE	2,778,218
METABOLIFE	2,729,838
METABOLIFE 356	2,281,178
METABOLIFE 356 & Design	2,399,186
METABOLIFE 356 & Design	2,399,188
METABOLIFE INTERNATIONAL	2,628,529
METABOLIFE Stylized	2,764,598
METABOLIFE TODAY	2,463,158
METABOLIFE UPDATE	2,463,159
METABOLIFE ULTRA	2,834,196
MINE'RLPM	2,260,549
STARCH BUSTERS & Design	1,466,826
STARCH BUSTERS	2,844,603
VITAM'NAM	2,264,291
THE WEIGHT IS OVER	2,300,158