

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
HC US Trademark Ltd.		12/23/2005	COMPANY: ONTARIO
RECEIVING PARTY DATA			
Name:	lovate HC 2005 Trademark Ltd.		
Street Address:	5100 Spectrum Way		
City:	Mississauga		
State/Country:	CANADA		
Entity Type:	COMPANY: ONTARIO		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	78274244	HYDROXYCUT CARRYING CASE	
Serial Number:	78386065	HYDROXYTEACF	
Serial Number:	76408871	HYDROXY-TEA	
Serial Number:	78757375	BUYHYDROXYCUT.COM	
Serial Number:	78587827	HYDROXYCUT.COM	
Serial Number:	78537809		
Serial Number:	78537807		
CORRESPONDENCE DATA			
Fax Number:	(212)425-5288		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 425-7200		
Email:	tmdocketny@kenyon.com		
Correspondent Name:	Howard J. Shire, Esq.		
Address Line 1:	One Broadway		
Address Line 2:	Kenyon & Kenyon		
Address Line 4:	New York, NEW YORK 10004		

CH \$190.00 78274244

ATTORNEY DOCKET NUMBER:

11411/851

DOMESTIC REPRESENTATIVE

Name: Howard J. Shire, Esq.
Address Line 1: One Broadway
Address Line 2: Kenyon & Kenyon
Address Line 4: New York, NEW YORK 10004

NAME OF SUBMITTER:

Howard J. Shire, Esq.

Signature:

/Howard J. Shire/

Date:

12/23/2005

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Assignment is made on this 23rd day of December, 2005, by HC US Trademark Ltd., a company organized under and by virtue of the laws of Ontario, Canada, with an address of 5100 Spectrum Way Mississauga, Ontario, Canada L4W 5S2 (hereinafter the ASSIGNOR), to Iovate HC 2005 Trademark Ltd., a company organized under and by virtue of the laws of the Ontario, Canada, with an address of 5100 Spectrum Way Mississauga, Ontario, Canada L4W 5S2 (hereinafter the ASSIGNEE).

WITNESSETH:

WHEREAS, the ASSIGNOR is the owner of all right, title and interest in and to the trademarks listed in attached Schedule A (the "Trademarks"); and


WHEREAS, the ASSIGNEE wishes to acquire from the ASSIGNOR all right, title and interest in and to the Trademarks;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the ASSIGNOR by these presents does hereby sell, transfer, convey, bequeath, grant and assign unto the ASSIGNEE all right, title and interest in and to the Trademarks, including without limitation all applications therefor; all registrations resulting therefrom; any common law rights therein; the right to recover for the past infringement thereof; and any goodwill of the business appurtenant thereto and which is symbolized thereby.

The ASSIGNOR assigns the Trademarks as part of that portion of the business to which the Trademarks pertain as required by Section 10(a)(1) of the Trademark Act (15 U.S.C. § 1060(a)(1).

HC US Trademark Ltd.

Dated: December 23, 2005

By 
Name: MARVIN HEUER
Title: Chief operating officer

SCHEDULE A

TRADEMARKS

APP. NOS.

HYDROXYCUT CARRYING CASE

78/274,244

HYDROXYTEACF

78/386,065

HYDROXYTEA

76/408,871

BUYHYDROXYCUT.COM

78/757,375

HYDROXYCUT.COM

78/587,827

Black & White Logo

78/537,809

Leaf Logo

78/537,807