

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
Breath Asure, Inc.		02/01/2001	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Nature's Pride, Inc.
Street Address:	1301 Sawgrass Corporate Parkway
City:	Sunrise
State/Country:	FLORIDA
Postal Code:	33323
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2263280	BREATH ASURE
Registration Number:	2290428	CHEW ONE FOR A BLAST, TWO FOR AN EXPLOSION, THREE ONLY IF YOU DARE!
Registration Number:	2289314	CITRAMINT
Registration Number:	2333472	HEALTH ASURE
Registration Number:	2283750	MEGAMINT
Registration Number:	2343899	ORABLAST
Registration Number:	2373408	ORA BLAST

CORRESPONDENCE DATA

Fax Number: (650)857-0663
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (650) 843-5000
 Email: trademarks@cooley.com
 Correspondent Name: Susan D. Berney-Key
 Address Line 1: 3000 El Camino Real, Five Palo Alto Sq.

CH \$190.00 2263280

Address Line 4: Palo Alto, CALIFORNIA 94306

NAME OF SUBMITTER: Susan D. Berney-Key

Signature: /Susan D. Berney-Key/

Date: 01/20/2006

Total Attachments: 1
source=Asset Purchase Agreement#page1.tif

EXECUTION COPY

ASSET PURCHASE AGREEMENT

by and between

NATURE'S PRIDE, INC.

and

BREATH ASURE, INC

February 1, 2001

R&O-715335.14