

11-17-2005

DEPARTMENT OF COMMERCE
Patent and Trademark Office



103120577

11/7/05

RECORDATION
TRADEMARK

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):

Lifemax, LLC

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: _____
- Other limited liability company

Citizenship (see guidelines) Ohio

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Irwin Naturals

Internal

Address: _____

Street Address: 5310 Beethoven Street

City: Los Angeles

State: California

Country: U.S. Zip: 90066

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Nevada
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) October 6, 2005

- Assignment Merger
- Security Agreement Change of Name
- Other _____

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)

2,684,535

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Thomas W. Cook

Internal Address: _____

Street Address: 3030 Bridgeway, Suite 425

City: Sausalito

State: California Zip: 94965

Phone Number: 415-339-8550

Fax Number: 415-339-8555

Email Address: tclaws@pachell.net

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

November 3, 2005

Date

Thomas W. Cook

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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TRADEMARK
REEL: 003254 FRAME: 0474

U.S. TRADEMARK ASSIGNMENT

WHEREAS Lifemax, LLC, a corporation organized under the laws of the State of Ohio, whose business address is 2242 Pinnacle Parkway, Building 2, Twinsburg, Ohio 44087, has, in connection with its business, registered the mark:

SLIM MINTS

(the "Mark") with the United States Patent and Trademark Office, and has continuously used the Mark in commerce on or in connection with the goods identified in Registration Number 2,684,535.


WHEREAS Irwin Naturals, a corporation organized under the laws of the State of Nevada, whose business address is 5310 Beethoven Street, Los Angeles, California 90066, is desirous of acquiring all of the business of Lifemax, LLC symbolized by the Mark as its successor in such business, and is desirous of acquiring the Mark and the federal registration thereof in conjunction with the acquisition of such business, and use of the Mark in commerce on or in connection with the goods identified in Registration Number 2,684,535.

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Lifemax, LLC, in connection with the sale of its entire ongoing and existing business to which the Mark pertains, hereby assigns unto said Irwin Naturals all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and the above-identified registration thereof.

I, Mike Pavlish, Secretary of said Lifemax, LLC, do hereby execute this assignment document on the date set forth below.

Lifemax, LLC

Dated: October 6, 2005

By: 
Mike Pavlish
Secretary

NOTARIAL ACKNOWLEDGMENT

United States of America)
State of Ohio) SS.
County of _____)

On this _____th day of _____, 2005, before me the undersigned, a Notary Public for the State of California, personally appeared Mike Pavlish, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

(seal)

Notary Public