

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
NutraMedia, LLC		06/02/2006	LIMITED LIABILITY COMPANY: UTAH
RECEIVING PARTY DATA			
Name:	NaturalCare Products, Inc.		
Street Address:	1442 West Business Park Drive		
City:	Orem		
State/Country:	UTAH		
Postal Code:	84058-2223		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3087619	LIVELY NATURALS	
CORRESPONDENCE DATA			
Fax Number:	(801)532-7543		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(801) 532-1500		
Email:	sfinlinson@rqn.com		
Correspondent Name:	Scott B. Finlinson		
Address Line 1:	36 South State Street		
Address Line 2:	Suite 1400		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	32141-1 (LIVELY NATURALS)		
NAME OF SUBMITTER:	Scott B. Finlinson		
Signature:	/Scott B. Finlinson/		

OP \$40.00 3087619

Date:

06/07/2006

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS, **NutraMedia, LLC**, a Utah limited liability company, with its principal place of business at 1442 West Business Park Drive, Orem, Utah 84058-2223 (the "Assignor"), is the owner of applications and registrations for the following mark (hereinafter the "Mark"):

Mark	Class(es)	Registration No. or Serial No.	Registration Date or Filing Date
LIVELY NATURALS	5	Serial No. 78-631899 Registration No. 3087619	Filing Date: May 17, 2005 Registration Date: May 2, 2006

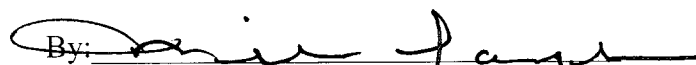
WHEREAS, **NaturalCare Products, Inc.**, a Nevada corporation, with its principal place of business at 1442 West Business Park Drive, Orem, Utah 84058-2223 (the "Assignee") is an affiliated entity of Assignor and both Assignor and Assignee are owned or controlled by Michael Taylor; and

WHEREAS, Assignee has been using the Mark in commerce, pursuant to Assignor's authorization, for a considerable period of time. Assignor now desires to assign and transfer to Assignee all right, title and interest in and to the Mark. Assignee will continue to use the Mark in commerce following the execution and recordation of this Assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby respectively sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, including, without limitation, any and all applications and registrations associated therewith.

NUTRAMEDIA, LLC

Dated: JUNE 2, 2006

By: 

Name: MIKE TAYLOR

Title: MANAGING MEMBER

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