

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
Urban Nutrition, Inc.		04/07/2006	CORPORATION: NORTHERN MARIANA ISLANDS
RECEIVING PARTY DATA			
Name:	Longevity, LLC		
Street Address:	PO Box 310		
City:	Hoboken		
State/Country:	NEW JERSEY		
Postal Code:	07030		
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78611908	BELLAPLEX	
CORRESPONDENCE DATA			
Fax Number:	(602)258-4441		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	602-258-4440		
Email:	chris@daylawfirm.com		
Correspondent Name:	Christopher J. Day		
Address Line 1:	301 East Bethany Home Road, Suite A-213		
Address Line 4:	Phoenix, ARIZONA 85012		
NAME OF SUBMITTER:	Christopher J. Day		
Signature:	/Christopher J . Day/		
Date:	08/04/2006		

OP \$40.00 78611908

Total Attachments: 1

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**TRADEMARK
 REEL: 003362 FRAME: 0862**

BELLAPLEX
Serial No. 78/611908

ASSIGNMENT OF TRADEMARK REGISTRATION APPLICATION

WHEREAS, Urban Nutrition Inc., a N. Mariana Island corporation has adopted, used and is using the mark BELLAPLEX, which it has applied to register with the United States Patent and Trademark Office, Serial Number 78/611908; and

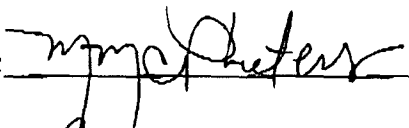
WHEREAS, Longevity, I.L.C, a Virginia limited liability company located at PO Box 310, Hoboken, NJ 07030 is desirous of acquiring said mark and the registration application thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Urban Nutrition Inc. does hereby assign unto Longevity Today, LLC, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark and the above identified registration application.

Dated this 7th day of April, 2006.

ASSIGNOR:

Urban Nutrition Inc.

By: 

Its: Corporate Secretary