

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/17/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Jason Enterprises, Inc.		12/28/2006	CORPORATION: TEXAS

**RECEIVING PARTY DATA**

Name:	Consumer Choice Systems, Inc.
Street Address:	1075 Berry Lane
City:	Napa
State/Country:	CALIFORNIA
Postal Code:	94558
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	3102596	CONSUMERS CHOICE SYSTEMS
Registration Number:	2948283	WOMAN'S WELLBEING
Registration Number:	2682453	WOMAN'S WELLBEING
Registration Number:	2202388	UTI RELIEF
Registration Number:	2428440	HYDRA SMOOTH
Serial Number:	76389501	MENOPAUSE RELIEF

**CORRESPONDENCE DATA**

Fax Number: (202)628-8844  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 202.624.2500  
 Email: wsauers@crowell.com  
 Correspondent Name: Crowell & Moring LLP  
 Address Line 1: 1001 Pennsylvania Ave., N.W.  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

**TRADEMARK**

**900067506**

**REEL: 003466 FRAME: 0721**

**OP \$165.00 3102596**

ATTORNEY DOCKET NUMBER:	38156.03130US
NAME OF SUBMITTER:	William J. Sauers
Signature:	/William J. Sauers/
Date:	01/23/2007
Total Attachments: 2 source=CCS Assignment#page1.tif source=CCS Assignment#page2.tif	

## ASSIGNMENT

This Assignment ("Agreement") is effective as of January 17, 2006, between Consumer Choice Systems, Inc., a Delaware corporation having an office at 1075 Berry Lane, Napa, CA 94558 ("CCS") and Jason Enterprises, Inc., a Texas corporation and subsidiary of Medifast, Inc., having an office at 11445 Cronhill Drive, Owings Mills, Maryland ("Jason Enterprises").

The Parties agree as follows:

### Article I - Definitions

- 1.1 "Marks" shall mean the marks identified on Attachment A hereto.
- 1.2 "Parties" shall mean the entities that, through their duly authorized representatives, having executed this Agreement.

### Article II - Transfers and Assignments

2.1 **Trademarks.** For good and valuable consideration, pursuant to the Asset Purchase Agreement between the Parties dated January 17, 2006, Jason Enterprises assigned and transferred to CCS the entire right, title, and interest in and to the Marks, together with that portion of the good will of the business of Jason Enterprises associated with the use of and symbolized by the Marks, all common law rights in the Marks, and all causes of action, past, present, and future for infringement of the Marks.

IN WITNESS WHEREOF, the undersigned as of the effective date first above written, duly executed this Agreement by their respective duly authorized representatives.

**CONSUMERS CHOICE SYSTEMS, INC.**

By: R. Scott Lyon  
Name: R. Scott Lyon  
Title: President/CEO

Date: December 28, 2006

Attachment A

<u>Trademarks</u>	<u>Registration No.</u>
CONSUMERS CHOICE SYSTEMS	3,102,596
WOMAN'S WELLBEING	2,948,283
WOMAN'S WELLBEING	2,682,453
UTI RELIEF	2,202,388
HYDRA-SMOOTH	2,428,440

  

	<u>Application Serial Number</u>
MENOPAUSE RELIEF	76/389,501