

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Morinda, Inc.		04/23/2007	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tahitian Noni Cafe, Inc.		
<b>Street Address:</b>	333 West River Park Drive		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84604		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78230213	TAHITIAN NONI CAFÉ	
<b>Serial Number:</b>	78264182	TAHITIAN NONI CAFÉ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)321-4893		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	801.321.4814		
<b>Email:</b>	mkrieger@kmclaw.com		
<b>Correspondent Name:</b>	Michael F. Krieger		
<b>Address Line 1:</b>	60 East South Temple		
<b>Address Line 2:</b>	1800 Eagle Gate Tower		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84604		
<b>ATTORNEY DOCKET NUMBER:</b>	10209.1		
<b>NAME OF SUBMITTER:</b>	Michael F. Krieger		
<b>Signature:</b>	/Michael F. Krieger/		

**CH \$65.00 78230213**

Date:

04/23/2007

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

WHEREAS, Morinda, Inc., a corporation duly organized under the laws of the State of Utah, located at 333 West River Park Drive, Provo, Utah 84604 (hereinafter referred to as "Assignor"), is the owner of the entire right, title, and interest in and to the following trademarks including all rights in and to such trademarks created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country,


WHEREAS, Assignor desires to transfer all right, title, interest and goodwill in the marks, their registrations and applications, and all accrued rights including, prior uses and rights against any infringements before the date of this assignment to Tahitian Noni Café, Inc., a corporation ("Assignee").

Trademark	Application No	Filing Date
Tahitian Noni Café	78/230,213	March 26, 2003
Tahitian Noni Café	78/264,182	March 20, 2007

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to said trademark and its respective registration thereof, together with the goodwill of the uses or business symbolized by and associated with the Marks.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates or renewal certificates of registration of the Mark to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Dated this 23 day of April, 2007.

  
ASSISTANT CORPORATE SECRETARY  
Morinda, Inc.