

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Morinda, Inc.		04/23/2007	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	Tahitian Noni International, Inc.		
Street Address:	333 West River Park Drive		
City:	Provo		
State/Country:	UTAH		
Postal Code:	84604		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3074196	TAHITIAN NONI	
Registration Number:	2999288	TAHITIAN NONI	
Registration Number:	3099686	TAHITIAN NONI PREMIUM RESERVE	
CORRESPONDENCE DATA			
Fax Number:	(801)321-4893		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801.321.4814		
Email:	mkrieger@kmclaw.com		
Correspondent Name:	Michael F. Krieger		
Address Line 1:	60 East South Temple		
Address Line 2:	1800 Eagle Gate Tower		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	10209.1		
NAME OF SUBMITTER:	Michael F. Krieger		

CH \$90.00 3074196

Signature:

/Michael F. Krieger/

Date:

04/24/2007

Total Attachments: 1
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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 International, Inc., a corporation ("Assignee").

Trademark	Registration No	Registration Date
Tahitian Noni	3,074,196	March 28, 2006
Tahitian Noni	2,999,288	September 20, 2005
Tahitian Noni Premium Reserve	3,099,686	June 6, 2006

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.

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