

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
Goarayeb Nutritional Products, Inc.		10/09/2007	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	General Nutrition Investment Company		
Street Address:	1002 South 63rd Avenue at Buckeye		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85043		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2387143	VITAPAK	
CORRESPONDENCE DATA			
Fax Number:	(713)276-6382		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	713-276-5382		
Email:	houston.ip@gardere.com		
Correspondent Name:	Jennifer S. Sickler		
Address Line 1:	1000 Louisiana, Suite 3400		
Address Line 4:	Houston, TEXAS 77002		
ATTORNEY DOCKET NUMBER:	129891-9123		
NAME OF SUBMITTER:	Jennifer S. Sickler		
Signature:	/Jennifer S. Sickler/		
Date:	10/18/2007		

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Total Attachments: 2
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ASSIGNMENT

WHEREAS, Gorayeb Nutritional Products, Inc., a New Jersey corporation ("Assignor"), residing at 5 Aspen Drive, Randolph, New Jersey, is the owner of U.S. Trademark Registration No. 2,387,143 for VITAPAK (the "Mark");

WHEREAS, General Nutrition Investment Company ("GNIC"), an Arizona corporation ("Assignee"), residing at 1002 South 63rd Avenue Buckeye, Phoenix, Arizona, is desirous of acquiring said Mark and any applications or registrations thereof, and the good will of the business associated with the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark, any applications or registrations therefor, the good will of the business symbolized by the Mark, and the right to sue and collect damages for past infringement of the Mark, the same to be held and enjoyed by the Assignee, its successors, or other legal representatives.

AND ASSIGNOR FURTHER COVENANTS AND AGREES that it will, at any time, upon request, execute and deliver any and all papers that may be necessary or desirable to perfect the title of said Mark in Assignee, its successors, assigns, or other legal representatives, without further compensation but at the expense of Assignee, its successors, or other legal representatives.

EXECUTED THIS 9th day of OCTOBER, 2007.

GORAYEB NUTRITIONAL PRODUCTS,
INC.

By: R. Gorayeb
Printed Name: RONALD GORAYEB
Title: PRESIDENT

STATE OF NEW JERSEY §
 §
COUNTY OF MORRIS §

BEFORE ME, the undersigned authority, on this day personally appeared RONALD GORAYEB, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me as an authorized representative of Gorayeb Nutritional Products, Inc., that he/she executed the same as a free act on behalf of said company.

GIVEN UNDER MY HAND and seal of office this 9TH day of OCTOBER, 2007.

[Seal]

Carol A. Dowches
NOTARY PUBLIC IN AND FOR
THE STATE OF NEW JERSEY

EXHIBIT A