

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
IdeaSphere, Inc.		11/30/2007	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	ISI Brands, Inc.		
Street Address:	3133 Orchard Vista Drive		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49546		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2917610	ALMOST MILK	
Registration Number:	2928045	CALCIUM INITIATIVE	
Registration Number:	2936517	COST BENEFIT NUTRITION	
Registration Number:	2936527	CALCIUM IS COOL	
Registration Number:	3325744	DRINK POSITIVE	
Registration Number:	2936519	TEAM CALCIUM	
CORRESPONDENCE DATA			
Fax Number:	(616)336-7000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	616-336-6000		
Email:	trademarks@varnumlaw.com		
Correspondent Name:	Thomas L. Lockhart		
Address Line 1:	333 Bridge Street, P.O. Box 352		
Address Line 4:	Grand Rapids, MICHIGAN 49501		
ATTORNEY DOCKET NUMBER:	100729		

CH \$165.00 2917610

NAME OF SUBMITTER:	Timothy E. Eagle
Signature:	/Timothy E. Eagle/
Date:	12/03/2007
Total Attachments: 2 source=Idea to ISI Executed#page1.tif source=Idea to ISI Executed#page2.tif	

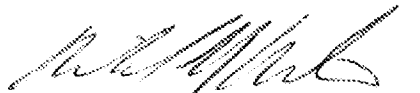
TRADEMARK ASSIGNMENT

WHEREAS, IdeaSphere, Inc., a Michigan whose address is 3133 Orchard Vista Drive, Grand Rapids, Michigan 49546 ("Assignor"), is the record owner of the entire right, title and interest in and to the marks listed on the attached Schedule A ("Trademarks"); and

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common-law rights associated with the Trademarks by virtue of its use in commerce, to ISI Brands, Inc. ("Assignee").

NOW, THEREFORE, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer on this 30th day of November, 2007.

By: 
Secretary

Schedule A

Trademark	Status	Serial Number	Filing Date	Registration Number	Issue Date
ALMOST MILK	Registered	76/019,419	04/06/2000	2,917,610	01/11/2005
CALCIUM INITIATIVE	Registered	76/097,012	07/26/2000	2,928,045	02/22/2005
CALCIUM IS COOL	Registered	76/011,349	03/27/2000	2,936,527	03/29/2005
COST BENEFIT NUTRITION	Registered	75,923,698	02/22/2000	2,936,517	03/29/2005
DRINK POSITIVE	Registered	78/475,081	08/27/2004	3,325,744	10/30/2007
TEAM CALCIUM	Registered	75/924,482	02/22/2000	2,936,519	03/29/2005