

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
New Vision USA, Inc.	FORMERLY New Vision International, Inc.	01/25/2008	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Vemma Nutrition Company		
Street Address:	8322 East Hartford Drive		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3061235	VEMMA	
CORRESPONDENCE DATA			
Fax Number:	(602)586-5223		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	ustrademarks@stinson.com		
Correspondent Name:	Bradley P. Hartman		
Address Line 1:	1850 N. Central Ave.		
Address Line 2:	Suite 2100		
Address Line 4:	Phoenix, ARIZONA 85004-4584		
ATTORNEY DOCKET NUMBER:	810262-2 VEMMA ASSIGNMENT		
NAME OF SUBMITTER:	Bradley P. Hartman		
Signature:	/bradley p. hartman/		
Date:	01/25/2008		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, New Vision USA, Inc., an Arizona corporation (“Assignor”), is the owner of all right, title and interest in and to the trademark **VEMMA**, including Registration No. 3,061,235 in the U.S. Patent and Trademark Office (the “Mark”); and

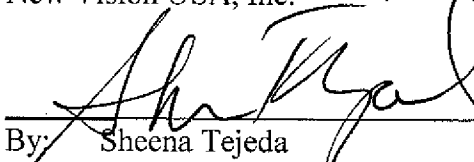
WHEREAS, Vemma Nutrition Company, an Arizona corporation (hereinafter “Assignee”), desires to acquire the entire right, title and interest in and to the Mark and the goodwill of the business associated therewith, including the U.S. registration of the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the parties agree as follows:

Assignor does hereby sell, assign and transfer to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the Mark, together with goodwill of the business symbolized by the Mark throughout the world, and all registrations and pending applications therefore, in the United States of America, its territories and possessions, and any foreign countries, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

This Assignment is dated this 25th day of January 2008.

New Vision USA, Inc.


By: Sheena Tejada
Executive Vice President