

**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           |
|-------------------|----------|----------------|-----------------------|
| Jenny Craig, Inc. |          | 11/02/2007     | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

|                 |                                   |
|-----------------|-----------------------------------|
| Name:           | Societe des Produits Nestle, S.A. |
| Street Address: | Case Postale 353                  |
| City:           | 1800 Vevey                        |
| State/Country:  | SWITZERLAND                       |
| Entity Type:    | CORPORATION: SWITZERLAND          |

PROPERTY NUMBERS Total: 9

| Property Type        | Number   | Word Mark                  |
|----------------------|----------|----------------------------|
| Registration Number: | 2824501  | EJENNY                     |
| Serial Number:       | 77268241 | HAVE YOU CALLED JENNY YET? |
| Registration Number: | 2760695  | JENNY CRAIG                |
| Registration Number: | 1774337  | JENNY CRAIG                |
| Registration Number: | 1967798  | JENNY CRAIG                |
| Registration Number: | 3097435  | JENNY DIRECT               |
| Serial Number:       | 77268272 | JENNY'S CUISINE            |
| Registration Number: | 3001409  | YOUR STYLE                 |
| Registration Number: | 2919802  | WALK YOUR WAY              |

CORRESPONDENCE DATA

Fax Number: (818)637-3311  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 818-549-6726  
 Email: robert.sanders@us.nestle.com  
 Correspondent Name: Nestle USA, Inc.  
 Address Line 1: 800 N. Brand Blvd., 14th Floor

OP \$240.00 2824501

Address Line 4: Glendale, CALIFORNIA 91203

DOMESTIC REPRESENTATIVE

Name: Nestle USA, Inc.  
Address Line 1: 800 N. Brand Blvd., 20th Floor  
Address Line 4: Glendale, CALIFORNIA 91203

|                    |                |
|--------------------|----------------|
| NAME OF SUBMITTER: | Robert Sanders |
| Signature:         | /Bob Sanders/  |
| Date:              | 01/29/2008     |

Total Attachments: 3  
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## Trademark Assignment

WHEREAS, **Jenny Craig, Inc.**, a Delaware corporation, with an address at 5770 Fleet Street, Carlsbad, California 92008 (hereinafter "Assignor"); and

WHEREAS, **Société des Produits Nestlé S.A.**, a Switzerland corporation having a place of business at 1800 Vevey, Switzerland ("Assignee"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks, trademark registrations and trademark applications listed in the attached Schedule, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademarks"); and

WHEREAS, Assignor is willing to transfer such right, title and interest in and to the Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title and interest in and to the Trademarks, together with the portion of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that would have been held and enjoyed by Assignor had such assignment not been made.

Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or

otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment effective as of the 2ND day of NOVEMBER, 2007.

JENNY CRAIG, INC.

*Kimberly H. Matthews*

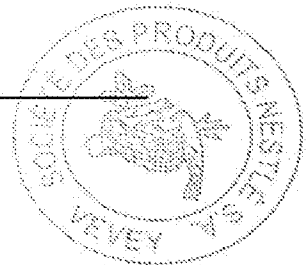
Name: KIMBERLY H. MATTHEWS  
Title: ACTING GENERAL COUNSEL & ASSISTANT SECRETARY

SOCIÉTÉ DES PRODUITS NESTLÉ S.A.

*Philippe Claude*

Name:  
Title:

**Philippe Claude**  
**Authorised Signatory**



## SCHEDULE

| Country Name | TM Status    | Trademark Name            | App./Reg. Number |
|--------------|--------------|---------------------------|------------------|
| U.S.A.       | Registration | EJENNY                    | 2824501          |
| U.S.A.       | Application  | HAVE YOU CALLED JENNY YET | 268241           |
| U.S.A.       | Registration | JENNY CRAIG               | 2760695          |
| U.S.A.       | Registration | JENNY CRAIG               | 1774337          |
| U.S.A.       | Registration | JENNY CRAIG (signature)   | 1967798          |
| U.S.A.       | Registration | JENNY DIRECT              | 3097435          |
| U.S.A.       | Application  | JENNY'S CUISINE           | 268272           |
| U.S.A.       | Registration | YOUR STYLE                | 3001409          |
| U.S.A.       | Registration | WALK YOUR WAY             | 2919802          |