

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
MONA VIE, INC.		03/03/2008	CORPORATION: UTAH

RECEIVING PARTY DATA	
Name:	MONAVIE, LLC
Street Address:	10855 S. River Front Parkway, Suite 100
City:	South Jordan
State/Country:	UTAH
Postal Code:	84095
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	3274193	AWAKENING CLEANSE
Registration Number:	3034690	FUDGE A LITTLE LOSE A LOT
Registration Number:	3049073	GIVING FLIGHT TO DREAMS
Registration Number:	3106146	M MONA-VIE
Registration Number:	3111333	MONA·VIE
Registration Number:	3111332	MONA·VIE ACTIVE
Registration Number:	3106147	MONA-VIE
Registration Number:	3049075	MONARCH HEALTH SCIENCES GIVING FLIGHT TO DREAMS
Serial Number:	78788198	DRINK IT. FEEL IT. SHARE IT.
Serial Number:	78526279	M
Serial Number:	78808788	MONA-FLEX
Serial Number:	78808774	MONAFLEX
Serial Number:	78526295	DRINK LIFE
Serial Number:	78526287	MONA-VIE CHEWS

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Serial Number:	78526274	"DRINK LIFE"
Serial Number:	78436353	MONARCH FOREVER FIT
Serial Number:	78436326	MONARCH HEALTH SCIENCES
Serial Number:	78436337	MVP HEALTH CLUB

CORRESPONDENCE DATA

Fax Number: (801)531-1929

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 801-994-4646

Email: christie.parker@kmiplaw.com

Correspondent Name: David J. McKenzie

Address Line 1: 8 East Broadway, Suite 600

Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:	2470
NAME OF SUBMITTER:	David J. McKenzie
Signature:	/David J. McKenzie/
Date:	03/06/2008

Total Attachments: 1

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ASSIGNMENT

OF

MONA VIE TRADEMARK APPLICATION

Whereas, MONAVIE, LLC, a corporation of Delaware, having a place of business at 10855 S. River Front Parkway, South Jordan Utah 84095 (hereinafter called "MONAVIE"), desires to acquire the entire right, title and interest and all goodwill associated with the following trademark applications and the following registered trademarks owned by MONA VIE, INC. a Utah corporation having a place of business at 10855 S. River Front Parkway, South Jordan Utah 84095.

Property Type	Number	Mark
Registration No.	3274193	AWAKENING CLEANSE
Registration No.	3034690	FUDGE A LITTLE LOSE A LOT
Registration No.	3049073	GIVING FLIGHT TO DREAMS
Registration No.	3106146	M MONA-VIE
Registration No.	3111333	MONA • VIE
Registration No.	3111332	MONA • VIE ACTIVE
Registration No.	3106147	MONA-VIE
Registration No.	3049075	MONARCH HEALTH SCIENCES FLIGHT TO DREAMS
Serial No.	78788198	DRINK IT. FEEL IT. SHARE IT.
Serial No.	78526279	M
Serial No.	78808788	MONA-FLEX
Serial No.	78808774	MONAFLEX
Serial No.	78526295	DRINK LIFE
Serial No.	78526287	MONA-VIE CHEWS
Serial No.	78526274	"DRINK LIFE"
Serial No.	78436353	MONARCH FOREVER FIT
Serial No.	78436326	MONARCH HEALTH SCIENCES
Serial No.	78436337	MVP HEALTH CLUB

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, hereby sell, assign, and transfer to MONAVIE, LLC, its successors and assigns, the entire right, title and interest in the trademark applications listed above and all the registered trademarks listed above and all trademark rights associated with these marks.

Signed and sealed

CITY

(1) at South Jordan

DATE

on 3/3, 2008



Amy Cowley, Vice-President,
MONA VIE, INC.

Address:
10855 S. River Front Parkway
South Jordan, UT 84095