

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
Isagenix International Inc.		03/04/2008	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Isagenix Worldwide LLC		
Street Address:	2225 S. Price Road		
City:	Chandler		
State/Country:	ARIZONA		
Postal Code:	85286		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2858499	HAVE YOUR CAKE & EAT IT TOO	
CORRESPONDENCE DATA			
Fax Number:	(212)310-1659		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 626 4557		
Email:	NYCTrademarks@bakernet.com		
Correspondent Name:	Lisa W. Rosaya		
Address Line 1:	1114 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	56185292-2		
NAME OF SUBMITTER:	Lisa W. Rosaya		
Signature:	/lwr/		
Date:	03/19/2008		

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Total Attachments: 1
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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, ISAGENIX INTERNATIONAL, INC., an Arizona corporation with an address of 4050 E. Cotton Center Blvd., Phoenix, Arizona 85040, has used and is the owner of the registered mark "HAVE YOUR CAKE & EAT IT TOO" in Registration No. 2,858,499, dated on or about OCTOBER 22, 2002 and

WHEREAS, ISAGENIX WORLDWIDE LLC, a Delaware limited liability company, with an address of 2225 S. Price Road, Chandler, Arizona 85286, is desirous of acquiring said trademark and registration, therefore;

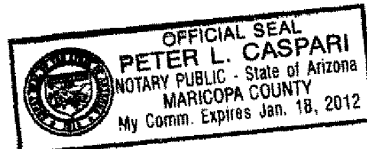
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ISAGENIX INTERNATIONAL, INC., does hereby assign to ISAGENIX WORLDWIDE LLC, a Delaware limited liability company, all right, title and interest in and to the Trademark including U.S. trademark Registration No. 2,858,499 and the goodwill associated with the Trademark as well as the portion of the business symbolized thereby.

SIGNED at Phoenix this 4th day of March, 2008.

ISAGENIX INTERNATIONAL, INC.

BY: [Signature]
John Anderson, President

State of ARIZONA)
County of Maricopa) ss.



On this 4th day of March, 2008, personally appeared JOHN ANDERSON, to me known and known to me to be an individual and citizen of the United States, the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

My Commission Expires:

[Signature]
Notary Public