

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
Vitacost.com, Inc.		04/01/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Nutraceutical Sciences Institute, Inc.		
Street Address:	5400 Broken sound Blvd. N.W.		
Internal Address:	Suite 500		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33487		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2195734	NEURO LIFT	
CORRESPONDENCE DATA			
Fax Number:	(703)418-2768		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-415-0100		
Email:	sgitler@hwglaw.com		
Correspondent Name:	Stewart Gitler		
Address Line 1:	2461 South Clark Street		
Address Line 2:	Suite 522		
Address Line 4:	Arlington, VIRGINIA 22202		
ATTORNEY DOCKET NUMBER:	T-9415		
NAME OF SUBMITTER:	Stewart L. Gitler		
Signature:	/Stewart L. Gitler/		

CH \$40.00 2195734

Date:

04/01/2008

Total Attachments: 1

source=T-9415.assignmentNSI#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, **VITACOST.COM, INC.**, a corporation organized under the laws of Delaware, USA having offices at 5400 Broken Sound Blvd. N.W. Suite 500, Boca Raton, FL 33487 (hereinafter "ASSIGNOR"), is owner of:

U.S. Trademark Registration Number 2,195,734 NEURO LIFT

WHEREAS, **Nutraceutical Sciences Institute, Inc.**, a Delaware corporation, having offices at 5400 Broken Sound Blvd. N.W. Suite 500, Boca Raton, FL 33487 (hereinafter "ASSIGNEE"), is desirous of acquiring said trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of this 4 day of April, 2008.

VITACOST.COM, INC

By: 

Name: Ira Kerker

Title: Chief Executive Officer