

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Western Holdings, LLC		04/03/2008	LIMITED LIABILITY COMPANY: WYOMING
<b>RECEIVING PARTY DATA</b>			
Name:	Body Innoventions IP Holdings, LLC		
Street Address:	1000 East William Street, Suite 204		
City:	Carson City		
State/Country:	NEVADA		
Postal Code:	89701		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	78745746	RETIVA	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(801)517-7003		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-517-7048		
Email:	bodyinnoventions@mjstc.net		
Correspondent Name:	Samantha Blair		
Address Line 1:	5742 West Harold Gatty Drive		
Address Line 4:	Salt Lake City, UTAH 84116		
ATTORNEY DOCKET NUMBER:	RETIVA		
NAME OF SUBMITTER:	Steve H. Bean		
Signature:	/shb/		
Date:	04/11/2008		

OP \$40.00 78745746

Total Attachments: 3

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ASSIGNMENT OF TRADEMARK APPLICATION

FOR TEN DOLLARS AND OTHER GOOD AND VALUABLE CONSIDERATION RECEIVED, the receipt and sufficiency of which is acknowledged, the undersigned, WESTERN HOLDINGS, LLC, a Wyoming limited liability company ("Assignor"), hereby irrevocably sells, grants, conveys, assigns, and transfers to BODY INNOVENTIONS IP HOLDINGS, LLC., a Nevada limited liability company ("Assignee"), its successors, assigns, and personal representatives, all of the undersigned's right, title and interest in and to application for trademark, described in Exhibit "A" attached hereto and all rights related thereto, including without limitation any and all associated goodwill, statutory and common law rights, and all actions and causes of action which may be related to these rights, including the right to sue for past, present and future damages or infringements (collectively, the "Property").

The undersigned warrants that it owns without lien or encumbrance all right, title and interest in and to the Property, and that the undersigned is unaware of any claim against the Property. The undersigned agrees to, and shall cooperate with Assignee or its designees and execute all oaths, declarations and other documents, as may be requested by Assignee and which shall be prepared by Assignee or its designees, to effect the foregoing assignment of rights from the undersigned to Assignee. Such cooperation and execution shall be at no additional compensation to undersigned; provided, however, that Assignee shall reimburse the undersigned for reasonable out-of-pocket expenses incurred at the specific request of Assignee or its designees. The undersigned hereby appoints Assignee to be the undersigned's attorney-in-fact with an irrevocable power to do all acts and things for and in the name of the undersigned in connection with the Property.

IN WITNESS WHEREOF, the said WESTERN HOLDINGS, LLC, as Assignor has caused these presents to be executed by a duly authorized officer or by a duly authorized manager thereof, this 3<sup>rd</sup> day of April, 2008.

WESTERN HOLDINGS, LLC

By: Steve H. Bean 4/3/08  
Steve H. Bean, Esq.  
Attorney for WESTERN HOLDINGS, LLC

IN WITNESS WHEREOF, the said BODY INNOVENTIONS IP HOLDINGS, LLC, as Assignee has caused these presents to be executed by a duly authorized officer or by a duly authorized manager thereof, this 3<sup>rd</sup> day of April, 2008

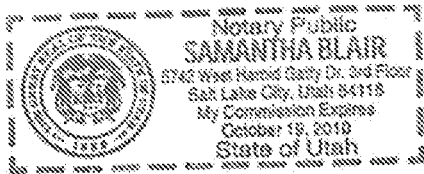
BODY INNOVENTIONS IP HOLDINGS, LLC

By: Steve H. Bean 4/3/08  
Steve H. Bean, Esq.  
Attorney for BODY INNOVENTIONS IP HOLDINGS, LLC

STATE OF UTAH                    )  
  ) SS.  
COUNTY OF SALT LAKE        )  
  )

On this 3<sup>rd</sup> day of April, 2008, personally appeared before me Steve H. Bean, to me personally known, who being duly sworn, deposes and says that he is the Attorney of Record, of WESTERN HOLDINGS, LLC, Assignor; that the execution and delivery of this Assignment was authorized by said limited liability company; and that he signed this Assignment as a free act on behalf of said limited liability company.

On this 3<sup>rd</sup> day of April, 2008, personally appeared before me Steve H. Bean, to me personally known, who being duly sworn, deposes and says that he is the Attorney of Record, of BODY INNOVENTIONS IP HOLDINGS, LLC, Assignee; that the execution and delivery of this Assignment was authorized by said limited liability company; and that he signed this Assignment as a free act on behalf of said limited liability company.



*Samantha Blair*  
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Notary Public

**EXHIBIT A**

**RETIVA, Serial No. 78/745746, Class 3 -- Cosmetics.**

**TRADEMARK**

**RECORDED: 04/11/2008**

**REEL: 003758 FRAME: 0875**