

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Fountain of Youth Institute, Inc.		08/28/2006	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MAM Holding of West Florida, L.L.C.		
<b>Street Address:</b>	1972 MacGregor Road		
<b>City:</b>	Tarpon Springs		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	34689		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: FLORIDA		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1980779	FOUNTAIN OF YOUTH INSTITUTE	
Registration Number:	2337073	FOUNTAIN OF YOUTH INSTITUTE ANTI-AGING MEDICINE	
Registration Number:	2384788	FOUNTAIN OF YOUTH INSTITUTE	
Registration Number:	2403100	FOUNTAIN OF YOUTH	
Registration Number:	2615750	FOUNTAIN OF YOUTH INSTITUTE ANTI-AGING CENTER	
Registration Number:	2658702	COSMETIC MEDICINE - THE COMPLETE SOLUTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(515)288-1338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	515-288-3667		
<b>Email:</b>	patatty@ipmvs.com		
<b>Correspondent Name:</b>	Mark D. Hansing		
<b>Address Line 1:</b>	801 Grand Avenue		
<b>Address Line 2:</b>	Suite 3200		
<b>Address Line 4:</b>	Des Moines, IOWA 50309-2721		

**CH \$165.00 1980779**

ATTORNEY DOCKET NUMBER:	F392-12 1,980,779
NAME OF SUBMITTER:	Mark D. Hansing
Signature:	/mark d. hansing/
Date:	08/20/2008
Total Attachments: 1 source=F392 Assignment 8.20.08#page1.tif	

ASSIGNMENT

WHEREAS, The Fountain of Youth Institute, Inc., a Florida corporation with a principal place of business of 34156 U.S. Hwy 19 No., Palm Harbor, Florida 34684, is the owner of the trademark registrations set forth below:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
FOUNTAIN OF YOUTH INSTITUTE and design FOUNTAIN OF YOUTH INSTITUTE ANTI-AGING MEDICINE	1,980,779	June 18, 1996
FOUNTAIN OF YOUTH INSTITUTE	2,337,073	April 4, 2000
FOUNTAIN OF YOUTH	2,384,788	September 12, 2000
FOUNTAIN OF YOUTH INSTITUTE ANTI-AGING CENTER	2,403,100	November 14, 2000
COSMETIC MEDICINE THE COMPLETE SOLUTION	2,615,750	September 3, 2002
	2,658,702	December 10, 2002

and

WHEREAS, MAM Holdings of West Florida, L.L.C., a Florida limited liability company, with a principal place of business at 1972 MacGregor Road, Tarpon Springs, Florida 34689, is desirous of acquiring the entire right, title and interest in and to said marks, together with the goodwill of the business pertaining to said marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said The Fountain of Youth Institute, Inc. does hereby assign unto MAM Holdings of West Florida, L.L.C. all right, title and interest which The Fountain of Youth Institute, Inc. has heretofore enjoyed pertaining to said marks, together with the goodwill of the business pertaining to said marks and the registrations thereof Nos. 1,980,779; 2,337,073; ; 2,384,788; 2,403,100; 2,615,750; and 2,658,702, the same to be held and enjoyed by MAM Holdings of West Florida, L.L.C., its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement of any said mark and the registration thereof.

The Fountain of Youth Institute, Inc.

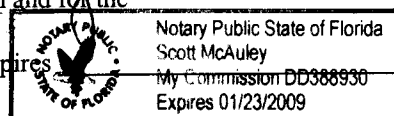
By [Signature]  
Name and Title of Officer Pres.

STATE OF FLORIDA)

COUNTY OF Pinellas)<sup>ss</sup>

On this 28 day of Aug, 2006, before me, the undersigned, a Notary Public in and for the state, personally appeared Marissa Harrell, to me personally known, who being by me duly sworn, did say that he/she is the President of The Fountain of Youth Institute, Inc.; that said above and foregoing instrument was signed on behalf of said corporation by authority of its Board of Directors and that the said \_\_\_\_\_, as such officer, acknowledged the execution of said instrument to be the voluntary act and deed of said corporation, by it and by him/her voluntarily executed.

[Signature]  
Notary Public in and for the  
State of Florida  
Commission Expires \_\_\_\_\_



**TRADEMARK**