

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/09/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
New Pritikin Foods, LLC		08/24/2009	LIMITED LIABILITY COMPANY: DELAWARE
Florida Pritikin Center, LLC		08/24/2009	LIMITED LIABILITY COMPANY: DELAWARE
The Pritikin Organization LLC		08/24/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Pritikin Trademark Company, L.L.C.
Street Address:	19735 Turnberry Way
Internal Address:	The Yacht Club at Turnberry Isle
City:	Aventura
State/Country:	FLORIDA
Postal Code:	33180
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3301490	THE NAME TO TRUST IN NUTRITION

CORRESPONDENCE DATA

Fax Number: (202)420-2201
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: parsonse@dicksteinshapiro.com
 Correspondent Name: Dickstein Shapiro LLP
 Address Line 1: 1825 Eye Street, NW
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

ATTORNEY DOCKET NUMBER:	F8800.0950/T033
NAME OF SUBMITTER:	Elizabeth Parsons
Signature:	/EP/
Date:	08/24/2009
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made to be effective the 9th day of June, 2009, by New Pritikin Foods, LLC, a Delaware limited liability company, (hereinafter referred to as "NPF"), and Florida Pritikin Center, LLC, a Delaware limited liability company, (hereinafter referred to as "FPC"), and The Pritikin Organization LLC, a Delaware limited liability company, (hereinafter referred to as "TPO") (NPF, FPC and TPO hereinafter collectively referred to as the "Assignors"); and Pritikin Trademark Company, L.L.C., a Delaware limited liability company, located at The Yacht Club at Turnberry Isle, 19735 Turnberry Way, Aventura, FL 33180 (hereinafter referred to as the "Assignee"), witnesseth:

WHEREAS, NPF is the owner of the mark THE NAME TO TRUST IN NUTRITION and US trademark registration no. 3,301,490 (collectively referred to as "Marks"); and

WHEREAS, FPC is the successor to the business of NPF to which the Marks pertain, which business is ongoing and existing; and

WHEREAS, pursuant to certain agreements, FPC and TPO are obligated to assign, directly or indirectly, the Marks to PTC; and FPC and TPO are licensed under the agreements to use the Marks; and

WHEREAS, Assignors desire to assign, and Assignee desires to acquire the Marks together with the goodwill of the business symbolized by the Marks.

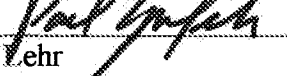
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignors confirm that they have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over, unto the Assignee, its successors, legal representatives and assigns, *nunc pro tunc* as of June 9, 2009, the entire right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and the registrations and applications thereof, and all other rights which the Assignors have enjoyed thereunder both in the United States of America and throughout all countries of the world, including any and all rights of recovery based on past and future infringement of the Marks and/or registrations, and the right to seek renewal of the registrations, the same to be held and enjoyed by the Assignee, for its own use and benefit and the use and benefit of its successors, legal representatives and assigns, forever and to the full end of the terms for which any of the Marks are registered and any renewals of the terms thereof.

ASSIGNORS:

Signed at AVENYCA, FL, this 24th day of August 2009.

NEW PRITIKIN FOODS, LLC

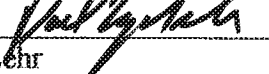
By: Florida Pritikin Center, LLC, its sole member

By: 
Paul T. Lehr

FLORIDA PRITIKIN CENTER, LLC

By: 
Paul T. Lehr

THE PRITIKIN ORGANIZATION LLC

By: 
Paul T. Lehr