

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
Equilite, Inc.		07/29/2009	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Novus Nutrition Brands, LLC		
Street Address:	20 Research Park Drive		
City:	St. Charles		
State/Country:	MISSOURI		
Postal Code:	63304		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3254224	ANGEL OF MERCY	
Registration Number:	3262430	BOTANICAL ANIMAL	
Registration Number:	3254225	DEVIL BE GONE	
Registration Number:	3252422	EASY DOES IT	
Registration Number:	3243009	MELLOW OUT	
Registration Number:	2773470	SORE NO MORE	
CORRESPONDENCE DATA			
Fax Number:	(314)576-4250		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jennifer.wagner@novusint.com		
Correspondent Name:	Jennifer L. Wagner		
Address Line 1:	20 Research Park Drive		
Address Line 4:	St. Charles, MISSOURI 63304		
NAME OF SUBMITTER:	Jennifer L. Wagner		

OP \$165.00 3254224

900143771

**TRADEMARK
 REEL: 004066 FRAME: 0091**

Signature:	/Jennifer L. Wagner/
Date:	09/23/2009
Total Attachments: 6 source=Hi Res Trademark Assignment#page1.tif source=Hi Res Trademark Assignment#page2.tif source=Hi Res Trademark Assignment#page3.tif source=Hi Res Trademark Assignment#page4.tif source=Hi Res Trademark Assignment#page5.tif source=Hi Res Trademark Assignment#page6.tif	

ASSIGNMENT

1. WHEREAS, Equilite, Inc., a Pennsylvania corporation, with offices at 437 Kulp Road, Pottstown, Pennsylvania 19465 ("Assignor"), has adopted and used in its business certain trademarks and domain names; and
2. WHEREAS, Assignor has certain trademarks, trademark applications, registrations, expired registrations and domain names throughout the world relating to said trademarks, including, but not necessarily limited to, those listed in the attached Appendix A; and
3. WHEREAS, Novus Nutrition Brands, LLC, a Delaware limited liability company, with offices at 20 Research Park Drive, St. Charles, Missouri 63304 ("Assignee"), is desirous of acquiring the entire right, title and interest of Assignor in said trademarks, applications, registrations, domain names, and any rights remaining in expired registrations, together with the good will of the business in connection with which said trademarks and domain names are used; and
4. NOW THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest throughout the world in and to said trademarks, trademark applications, trademark registrations, domain names and any rights remaining in expired trademark registrations and domain names, whether or not listed on Appendix A, together with the good will of the business in connection with which said trademarks and domain names are used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademarks and domain names. Assignor and Assignee agree to execute such further documents as may be reasonably necessary and appropriate to effect recorded transfer of title to such trademarks and domain names; and
5. TO BY HELD AND ENJOYED BY Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

[SIGNATURE PAGE TO FOLLOW]

ASSIGNOR

EQUILITE, INC.

By: Stacey Small
Stacey Small, President

Date: 7/29/09

ASSIGNEE

NOVUS NUTRITION BRANDS, LLC

By: [Signature]
Alice V. Sterkel, Vice President and Secretary

Date: July 29, 2009

State of Missouri
County of St. Charles (ss)

On this 29th day of July in the year 2009, before me, the undersigned Notary Public, personally appeared Stacey Small, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Cindy L. Minahan
Notary Public

My Commission Expires:
December 22, 2012



CINDY L. MINAHAN
My Commission Expires
December 22, 2012
St. Charles County
Commission #08713296

State of Missouri
County of St. Charles (ss)

On this 29th day of July in the year 2009, before me, the undersigned Notary Public, personally appeared Alice V. Sterkel, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

Cindy L. Minahan
Notary Public

My Commission Expires:
December 22, 2012



CINDY L. MINAHAN
My Commission Expires
December 22, 2012
St. Charles County
Commission #08713296

APPENDIX A

A. UNITED STATES TRADEMARK REGISTRATIONS

<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Trademark</u>
3,254,224	6/19/07	ANGEL OF MERCY
3,262,430	7/10/07	BOTANICAL ANIMAL
3,254,225	6/19/07	DEVIL BE GONE
3,252,422	6/12/07	EASY DOES IT
3,243,009	5/15/07	MELLOW OUT
2,773,470	10/14/03	SORE NO MORE

B. UNREGISTERED TRADEMARKS

AT YOUR SERVICE
BEHAVIOR MODIFICATION IN A BOTTLE
BLEEDERS BLEND
CITRUS CQ
CLEAR THINKING
CROSSED OVER
EGO BUILDER
EQUILITE
EQUINACEA
FOUR HOOFS
GARLI+C
GELOTION
IN THE KENNEL
IN TRAINING
INDEPENDENCE
LIFE'S CHANGES
MASSAGE SHAMPOO
NATURES BEST BOTANICAL BLENDS
OBSCCESS LESS
PANIC ATTACK
PRE PRO
RECHARGE
RELAX BLEND
SAFE JOURNEY
SIBLING RIVALRY
SOW YOUR SEEDS
THE SAUCE
UNSEEN VISITORS
WELLNESS

C. WORLDWIDE TRADEMARK DOMAIN NAMES

1. equilite.com
2. botanicalanimal.com
3. sorenomore.net
4. herbalhorsecare.com
5. allnaturalhorsecare.com
6. equineliniments.com
7. herballiniments.com
8. herbalequinecare.com
9. herbalequineformulas.com
10. naturalhorselegcare.com
11. horselegcare.com