

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Previously recorded cover sheet listed an undivided interest when it was an assignment of all right, title and interest previously recorded on Reel 003209 Frame 0716. Assignor(s) hereby confirms the Entire interest and the goodwill.

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Metabolife, Inc.		11/03/2005	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	ISI Brands, Inc.
<b>Street Address:</b>	3133 Orchard Vista Drive SE
<b>City:</b>	Grand Rapids
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	49546
<b>Entity Type:</b>	CORPORATION: MICHIGAN

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
Registration Number:	2530422	CHINAC
Registration Number:	2282986	METABOLIFE
Registration Number:	1827188	METABOLIFE
Registration Number:	2778218	METABOLIFE
Registration Number:	2729838	METABOLIFE
Registration Number:	2281178	METABOLIFE 356
Registration Number:	2399186	METABOLIFE 356
Registration Number:	2399188	METABOLIFE 356
Registration Number:	2628529	METABOLIFE INTERNATIONAL
Registration Number:	2764598	METABOLIFE
Registration Number:	2463158	METABOLIFE TODAY
Registration Number:	2463159	METABOLIFE UPDATE

**CH \$465.00 2530422**

Registration Number:	2834196	METABOLIFE ULTRA
Registration Number:	2260549	MINE'RLPM
Registration Number:	1466826	STARCH BUSTERS
Registration Number:	2844603	STARCH BUSTER
Registration Number:	2264291	VITAM'NAM
Registration Number:	2300158	THE WEIGHT IS OVER

**CORRESPONDENCE DATA**

Fax Number: (616)336-7000  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 616-336-6000  
Email: trademarks@varnumlaw.com  
Correspondent Name: Timothy E. Eagle  
Address Line 1: 333 Bridge Street, P.O. Box 352  
Address Line 4: Grand Rapids, MICHIGAN 59401

ATTORNEY DOCKET NUMBER:	IDEA SPHERE-CORRECT/ASSIG
NAME OF SUBMITTER:	Timothy E. Eagle
Signature:	/Timothy E. Eagle/
Date:	11/05/2009

Total Attachments: 5  
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To the Commissioner of Patents and Trademarks:  
Please record the attached original document or copy thereof.

1. Name of conveying party (ies):  
  
Metabolife, Inc.

Entity:  
 Individual (s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State - CALIFORNIA  
 Other \_\_\_\_\_

2. Name and address of receiving party (ies):  
  
Name: ISI Brands, Inc.  
Internal Address: 3133 Orchard Vista Drive SE  
Street Address:  
City: Grand Rapids  
State/Country: MICHIGAN              Zip: 49546

Entity:  
 Individual (s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State - MICHIGAN  
 Other \_\_\_\_\_

Citizenship \_\_\_\_\_

3. Interest Conveyed:  
 Assignment-Entire Right and Interest  
 Change of Name  
 Security Agreement               Merger  
 Other - \_\_\_\_\_  
 Execution Date - 11/03/2005

If not domiciled in the United States, a domestic representative designation is attached:  
 Yes               No  
 (The attached document must not be an assignment.)

4. Application number (s) or registration number (s).  
 A. Trademark Application No. (s)  
 B. Trademark Registration No. (s)  
 2530422; 2282986; 1827188; 2778218; 2729838;  
 2281178; 2399186; 2399188; 2628529; 2764598; 2463158;  
 2463159; 2834196; 2260549; 1466826; 2844603; 2264291;  
 2300158  
 Additional sheet attached?               Yes               No

5. Name and address of party to whom correspondence concerning document should be mailed:  
  
Name: Timothy E. Eagle  
Internal Address: Varnum, Riddering, Schmidt & Howlett  
Street Address: 333 Bridge Street, P.O. Box 352  
City: Grand Rapids  
State: Michigan                              Zip: 49501

6. Total number of applications and registrations involved:  
  
18

7. Amount of fee: \$0.00  
 Enclosed                       Authorized to be charged to deposit account.

8. Deposit account number (attach duplicate copy of this form if paying by deposit account):  
  
Deposit Account No. 22-0257

DO NOT USE THIS SPACE

9. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

11-5-09  
Date

[Signature]    Timothy E. Eagle  
Signature    Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Metabolife, Inc.		11/03/2005	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	ISI Brands, Inc.
<b>Street Address:</b>	3133 Orchard Vista Drive SE
<b>City:</b>	Grand Rapids
<b>State/Country:</b>	MICHIGAN
<b>Postal Code:</b>	49546
<b>Entity Type:</b>	CORPORATION: MICHIGAN

**PROPERTY NUMBERS Total: 18**

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Registration Number:	2628529	METABOLIFE INTERNATIONAL
Registration Number:	2764598	METABOLIFE
Registration Number:	2463158	METABOLIFE TODAY
Registration Number:	2463159	METABOLIFE UPDATE
Registration Number:	2834196	METABOLIFE ULTRA
Registration Number:	2260549	MINE'RLPM

900037818

**TRADEMARK**  
 REEL: 003209 FRAME: 0716  
**TRADEMARK**  
 REEL: 004091 FRAME: 0605

CH \$465.00 2530422

Registration Number:	1466826	STARCH BUSTERS
Registration Number:	2844603	STARCH BUSTER
Registration Number:	2264291	VITAM'NAM
Registration Number:	2300158	THE WEIGHT IS OVER

**CORRESPONDENCE DATA**

Fax Number: (619)696-7124  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 619.230.7460  
 Email: sdipdocketing@gordonrees.com  
 Correspondent Name: Gordon & Rees LLP  
 Address Line 1: 101 West Broadway  
 Address Line 2: Suite 1600  
 Address Line 4: San Diego, CALIFORNIA 92101

ATTORNEY DOCKET NUMBER:	BMBLI.1027543
NAME OF SUBMITTER:	John L. Haller
Signature:	/John L. Haller/
Date:	12/14/2005

Total Attachments: 2  
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**ASSIGNMENT**

This Assignment is made and entered into by and between Metabolife International, Inc. (aka Metabolife, Inc. and Metabolife) a California corporation, having a principal place of business in San Diego, California (hereinafter referred to as "Assignor") and ISI Brands, Inc., a Michigan corporation, having a principal place of business in New York City, New York (hereinafter referred to as "Assignee");

WHEREAS, Assignor has adopted, used and is using the following marks which are registered and/or which are pending applications in the Trademark Office of the United States and

WHEREAS, these registrations and applications are identified in attached Exhibit A (hereinafter sometimes referred to as "Trademarks");

WHEREAS, Assignor desires to transfer these Trademarks together with the goodwill of the business in connection with such Trademarks; and

WHEREAS, Assignee desires to acquire such Trademark registrations and applications and their associate goodwill

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and sets over unto Assignee, all of its rights, title and interests, including the right to sue for past infringements, in and to said Trademarks, as identified in attached Exhibit A, together with the goodwill of the business in connection with such Trademarks and this Assignment shall include the assignment and transfer by Assignee to Assignor of any foreign trademark rights corresponding to said Trademarks.

Assignor shall execute such other documents as may be reasonably necessary, at the request of Assignee, to effect this Assignment. Assignor shall assist Assignee in finalizing the transfer of such Assignments in the jurisdiction of such Trademarks. Assignor shall assist Assignee in the maintenance, transfer of title and the enforcement of such Trademarks in accordance with section 1.8 of the Asset Purchase Agreement. Such assistance of Assignor shall be at the cost of Assignee.

Executed in San Diego, California on this 3 day of November 2005,

ASSIGNOR  
METABOLIFE, INC.

ASSIGNEE  
ISI BRANDS, INC.

By: [Signature]  
Title: Responsible Natural Person

By: [Signature]  
Title: PRESIDENT

BMRLIN02754830145

**TRADEMARK**  
**REEL: 003209 FRAME: 0718**  
**TRADEMARK**  
**REEL: 004091 FRAME: 0607**

**EXHIBIT A**  
**TRADEMARK APPLICATIONS AND REGISTRATIONS**  
**UNITED STATES**

<u>MARK</u>	<u>REGISTRATION/APPLICATION NO.</u>
CHINAC	2,530,422
METABOLIFE	2,282,986
METABOLIFE	1,827,188
METABOLIFE	2,778,218
METABOLIFE	2,729,838
METABOLIFE 356	2,281,178
METABOLIFE 356 & Design	2,399,186
METABOLIFE 356 & Design	2,399,188
METABOLIFE INTERNATIONAL	2,628,529
METABOLIFE Stylized	2,764,598
METABOLIFE TODAY	2,463,158
METABOLIFE UPDATE	2,463,159
METABOLIFE ULTRA	2,834,196
MINE'RLPM	2,260,549
STARCH BUSTERS & Design	1,466,826
STARCH BUSTERS	2,844,603
VITAM'NAM	2,264,291
THE WEIGHT IS OVER	2,300,158

RECORDED: 12/14/2005

RECORDED: 11/05/2009

**TRADEMARK**  
**REEL: 003209 FRAME: 0719**  
**TRADEMARK**  
**REEL: 004091 FRAME: 0608**