

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
Rolite Company, Inc.		11/19/2009	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Bon Vital Incorporated
Street Address:	596 Progress Drive
City:	Hartland
State/Country:	WISCONSIN
Postal Code:	53029
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	77296160	THERAFREEZE
Serial Number:	77395569	IT'S WHAT THE PROS USE
Serial Number:	77395721	SKEETO AID
Serial Number:	77395739	BV
Serial Number:	77765241	ORGANICA
Serial Number:	77765264	THERA-ICE
Registration Number:	2093602	BON VITAL'
Registration Number:	2356235	THERAPEUTIC TOUCH
Registration Number:	3568697	WELLNESS FOR THE FEET
Registration Number:	3602994	WELLNESS FOR THE SKIN

CORRESPONDENCE DATA

Fax Number: (414)225-9753
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 414-225-9755

CH \$265.00 77296160

Email: docketing@boylefred.com
Correspondent Name: Boyle Fredrickson, S.C.
Address Line 1: 840 North Plankinton Avenue
Address Line 4: Milwaukee, WISCONSIN 53203

ATTORNEY DOCKET NUMBER:	2151.000
NAME OF SUBMITTER:	Andrew S. McConnell
Signature:	/Andrew S. McConnell/
Date:	12/02/2009

Total Attachments: 3
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ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made by **ROLITE COMPANY, INC.**, a Wisconsin corporation, located and doing business at 596 Progress Drive, Hartland, Wisconsin 53029, to **BON VITAL INCORPORATED**, a Wisconsin corporation, location and doing business at 596 Progress Drive, Hartland, Wisconsin 53029.

ROLITE COMPANY, INC. is the owner of the following trademarks and registrations thereof or applications for registration thereof (hereafter the "Trademark Rights"):

<u>Appln. No./ Reg. No.</u>	<u>Filing Date/ Issue Date.</u>	<u>Mark</u>
77/296,160	October 4, 2007	THERAFREEZE
77/395,569	February 13, 2008	IT'S WHAT THE PROS USE
77/395,721	February 13, 2008	SKEETO-AID
77/395,739	February 13, 2008	BV
77/765,241	June 22, 2009	ORGANICA
77/765,264	June 22, 2009	THERA-ICE
2,093,602	September 2, 1997	BON VITAL'
2,356,235	June 6, 2000	THERAPEUTIC TOUCH
3,568,697	January 27, 2009	WELLNESS FOR THE FEET
3,602,994	April 7, 2009	WELLNESS FOR THE SKIN

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **ROLITE COMPANY, INC.** as of July 1, 2009 sells, transfers and assigns to **BON VITAL INCORPORATED** all right, title and interest in and to the Trademark Rights, together with the goodwill of the business symbolized by the trademarks incorporated in the Trademark Rights. This assignment includes the right to bring suit for any past or future infringement of any of the trademarks, and the right to obtain injunctive relief or recover damages for any such infringement.

This assignment includes any and all rights held by **ROLITE COMPANY, INC.** in any of the Trademark Rights in any country, together with the goodwill symbolized thereby.

ROLITE COMPANY, INC. further covenants that it will, at any time, upon request, execute and deliver any and all papers that may be necessary or desirable to perfect the title in **BON VITAL INCORPORATED** to the Trademark Rights. **ROLITE COMPANY, INC.** will upon request, sign all papers, make all rightful oaths, and do all lawful acts requisite therefore, but at the expense of **BON VITAL INCORPORATED**

ROLITE COMPANY, INC. hereby warrants that it is the owner of all right, title and interest in and to the Trademark Rights and has the full right to convey the entire right, title and interest in the Trademark Rights, and that there is no agreement or obligation in conflict with this assignment or inhibiting in any way the full and complete transfer of all rights in and to the Trademark Rights to **BON VITAL INCORPORATED**

Executed this 19 day of November, 2009

ROLITE COMPANY, INC.



GUENTER HEIDENBERGER
Chief Executive Officer

State of WISCONSIN
County of WAUKESHA)^{SS}

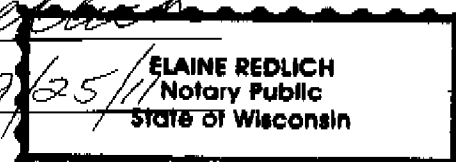
Personally appeared before me this 19 day of NOVEMBER, 2009, Guenter Heidenberger, to me known to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act and deed for the use and purposes therein set forth.

SEAL



Notary Public

My Commission expires: 9/25/11



Accepted this 19th day of November, 2009.

BON VITAL INCORPORATED



THOMAS P. HEIDENBERGER
President

State of WISCONSIN)
County of WAUKESHA) ss

Personally appeared before me this 19 day of NOVEMBER, 2009, Thomas P. Heidenberger, to me known to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act and deed for the use and purposes therein set forth.

SEAL



Notary Public

My Commission expires: 9/25/11

