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TO: AMY TOMCZYK COMPANY: 724 NORTH 1ST STREET

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

01/12/2010
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Quest Network, Inc.		12/31/2009	CORPORATION:

RECEIVING PARTY DATA

Name:	Blue Zones, LLC
Street Address:	724 North 1st Street
Internal Address:	Blue Zones
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55401
Entity Type:	LIMITED LIABILITY COMPANY: <i>Delaware</i>

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3297504	BLUE ZONES
Registration Number:	3524588	VITALITY COMPASS
Registration Number:	3517423	VITALITY COACH
Serial Number:	77778751	BLUE ZONES
Serial Number:	77778713	BLUE ZONES
Serial Number:	77778354	BLUE ZONES
Serial Number:	77778351	BLUE ZONES
Serial Number:	77887573	BLUE ZONES
Serial Number:	77887588	BLUE ZONES CERTIFIED
Serial Number:	77887585	BLUE ZONES CERTIFIED

CORRESPONDENCE DATA

Fax Number: (812)338-9824
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

OP \$265.00 3297504

TO: AMY TOMCZYK COMPANY: 724 NORTH 1ST STREET

Phone:	612-252-1739
Email:	amy@bluezones.com
Correspondent Name:	Amy Tomczyk
Address Line 1:	724 North 1st Street
Address Line 2:	Blue Zones
Address Line 4:	Minneapolis, MINNESOTA 55401
NAME OF SUBMITTER:	Amy Tomczyk
Signature:	/AmyTomczyk/
Date:	01/12/2010
Total Attachments: 4 source=Assignment to Blue Zones LLC#page1.tif source=Assignment to Blue Zones LLC#page2.tif source=Assignment to Blue Zones LLC#page3.tif source=Assignment to Blue Zones LLC#page4.tif	

TO: AMY TOMCZYK COMPANY: 724 NORTH 1ST STREET

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of December 31, 2009 from Quest Network, Inc. ("ASSIGNOR"), To Blue Zones, LLC ("ASSIGNEE"):

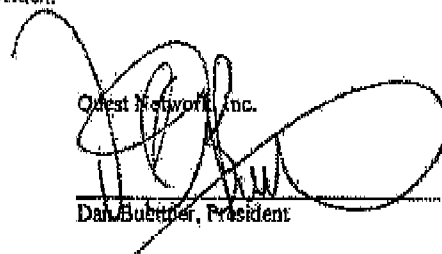
WHEREAS, ASSIGNOR is the owner of the trademarks (the Marks") and other intellectual property ("the Property") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used ("the Products").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property.

NOW, THEREFORE, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks and the Property.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.


Quest Network, Inc.
Dan Buchner, President

TO: AMY TOMCZYK COMPANY: 724 NORTH 1ST STREET

Exhibit A

Recorded properties (details provided below first chart):

1. Registration #:3297504 Mark:"BLUE ZONES"
2. Registration #:3524586 Mark:"VITALITY COMPASS"
3. Registration #:3517423 Mark:"VITALITY COACH"
4. Serial #:77778751 Mark:"BLUE ZONES"
5. Serial #:77778713 Mark:"BLUE ZONES"
6. Serial #:77778354 Mark:"BLUE ZONES"
7. Serial #:77778351 Mark:"BLUE ZONES"
8. Serial #:77867573 Mark:"BLUE ZONES"
9. Serial #:77867588 Mark:"BLUE ZONES CERTIFIED"
10. Serial #:77867585 Mark:"BLUE ZONES CERTIFIED"

Registered Marks:

Word Mark	BLUE ZONES
Goods and Services	IC 041. G & S; Educational services in the nature of an ongoing program providing information concerning healthy lifestyle and longevity-oriented expeditions to cultures of longevity around the world provided via a global computer network. FIRST USE: 20050301. FIRST USE IN COMMERCE: 20050501
Serial Number	78833856
Filing Date	March 9, 2006
Published for Opposition	July 10, 2007
Registration	3297504
Registration Date	September 25, 2007
Word Mark	VITALITY COMPASS
Goods and Services	IC 044. G & S; Providing health improvement information via the Internet FIRST USE: 20050601. FIRST USE IN COMMERCE: 20050601
Serial Number	77003433
Filing Date	September 20, 2006
Published for Opposition	April 18, 2007
Registration	3524586
Registration Date	October 28, 2008
Word Mark	VITALITY COACH

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Goods and Services	IC 044. G & S: Providing health improvement information via the internet FIRST USE: 20080101. FIRST USE IN COMMERCE: 20080101
Serial Number	77201168
Filing Date	June 8, 2007
Published for Opposition	November 20, 2007
Registration	3517423
Registration Date	October 14, 2008

Pending Applications:

Word Mark	BLUE ZONES
Goods and Services	IC 035. Planning, promoting, administering and managing public health initiatives and projects that improve the health and longevity of communities; Promoting public awareness of practices to improve health and longevity. FIRST USE: 20081020. FIRST USE IN COMMERCE: 20081020
Serial Number	77778751
Filing Date	July 10, 2009
Word Mark	BLUE ZONES
Goods and Services	IC 030. G & S: Breakfast cereals; Cereal-based snack foods; Coffee; Granola-based snack bars; Honey; Ready-to-eat cereals; Tea.
Serial Number	77778713
Filing Date	July 10, 2009
Word Mark	BLUE ZONES
Goods and Services	IC 029. G & S: Nuts, yogurt, soup, frozen vegetables, dried beans
Serial Number	77778354
Filing Date	July 10, 2009
Word Mark	BLUE ZONES
Goods and Services	IC 003. G & S: Cosmetics; Non-medicated skin care preparations
Serial Number	77778351
Filing Date	July 10, 2009
Word Mark	BLUE ZONES
Goods and Services	IC 035. G & S: On-line retail store services featuring foods, food products, coffee, tea, seeds, beverages, clothing, pharmaceutical, health care, cosmetics, and fragrance products, general merchandise, and general consumer goods
Serial Number	77778337
Filing Date	July 10, 2009
Word Mark	BLUE ZONES
Goods and Services	IC 044. Counseling services in the fields of health, nutrition and lifestyle wellness; Health care services, namely, wellness programs; Providing a website featuring content regarding healthy living and lifestyle wellness; Providing wellness services, namely, personal assessments, personalized routines, maintenance schedules, and counseling; Wellness and health-related consulting services; Providing assistance, fitness evaluation and consultation to corporate

TO: AMY TOMCZYK COMPANY: 724 NORTH 1ST STREET

	clients to help their employees make health, wellness and nutritional changes in their daily living to improve health; Providing assistance, fitness evaluation and consultation to individuals to help them make health, wellness and nutritional changes in their daily living to improve health; Massage; Establishing, developing and providing residential and commercial communities focused on health, wellness and longevity; public health programs; health awareness programs; wellness programs; exercise programs; preventative health programs; employer sponsored health programs; community sponsored health programs, wellness communities
Serial Number	77867573
Filing Date	November 6, 2009
Certification Mark	<u>BLUE ZONES CERTIFIED</u>
Goods and Services	IC B. health counseling, wellness counseling, nutrition counseling, restaurant services, health care services, educational services, health spa services, health care services, health club services, wellness and health related services, retail store services, public education programs, public health initiatives, public health projects, public health programs, health awareness programs, wellness programs, exercise programs, preventative health programs, employer sponsored health programs, community sponsored health programs, and wellness communities
Serial Number	77867588
Filing Date	November 6, 2009
Certification Mark	<u>BLUE ZONES CERTIFIED</u>
Goods and Services	IC A. foods, food products, food ingredients, restaurant menu items, beverages, seeds, clothing, pharmaceutical products, health care products, cosmetic products, fragrance products, general merchandise, general consumer goods, food supplements, nutritional supplements, vitamins, mineral supplements, herbal supplements, bottled water, medical products, health products, non-medicated skin care preparations, paper and wood products, cleaning products, agricultural products, household products, gardening products
Serial Number	77867585
Filing Date	November 6, 2009