

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Gourmet Nutrition Solutions Inc.		01/21/2010	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Genuine Health Inc.		
<b>Street Address:</b>	317 Adelaide Street West		
<b>Internal Address:</b>	Suite 501		
<b>City:</b>	Toronto		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	M5V 1P9		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76669927	U MATTER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-408-4000		
<b>Email:</b>	docketing@finnegan.com		
<b>Correspondent Name:</b>	Lawrence R. Robins		
<b>Address Line 1:</b>	901 New York Avenue, N.W.		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001		
<b>ATTORNEY DOCKET NUMBER:</b>	09761.0039-00000		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Lawrence R. Robins		
<b>Address Line 1:</b>	901 New York Avenue, N.W.		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001		

OP \$40.00 76669927

**TRADEMARK**

**900153198**

**REEL: 004138 FRAME: 0564**

NAME OF SUBMITTER:	Lawrence R. Robins
Signature:	/Lawrence R. Robins/
Date:	01/27/2010
Total Attachments: 1 source=Pages from 09-2946#page1.tif	

U.S.

**ASSIGNMENT OF U.S. TRADEMARKS**

WHEREAS, Gourmet Nutrition Solutions Inc., having a principal business address at 1366 Collingwood Avenue, London, Ontario, N6K 2H1, Canada ("Assignor"), has adopted and is using trademark U MATTER, application no. 76/669927 (the "Trademark") in the United States and is the owner of the application therefor; and

AND WHEREAS, Genuine Health Inc., having a principal address at 317 Adelaide Street West, Suite 501, Toronto, Ontario, M5V 1P9, Canada ("Assignee"), is desirous of acquiring all rights, title and interest in and to the Trademark, the goodwill of the business symbolized thereby, and the registration thereof.

NOW THEREFORE, in consideration of the sum of One dollar (US\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor confirms that it has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the Assignee, its successors and assigns, all right, title and interest in and to the said Trademark, together with the goodwill associated with the use of the Trademark in the United States, the same to be held by the Assignee, as fully and effectually as they would have been held by the Assignor had this assignment and sale not been made.

THIS ASSIGNMENT EFFECTIVE as of the 21 day of January, ~~2009~~ 2010 <sup>Jan 21/10</sup>

Gourmet Nutrition Solutions Inc.

By: 

Name: Deborah Fenlon

Title: President

Gourmet Nutrition Solutions Inc.

US776933