

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Morinda, Inc.		03/23/2010	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
Name:	Tahitian Noni International, Inc.		
Street Address:	333 West River Park Drive		
City:	Provo		
State/Country:	UTAH		
Postal Code:	84604		
Entity Type:	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 4</b>			
Property Type	Number	Word Mark	
Serial Number:	77907356	TAHITIAN NONI EXTRA	
Serial Number:	77907332	TAHITIAN NONI PURE	
Serial Number:	77907341	TAHITIAN NONI FAMILY	
Serial Number:	77907350	TAHITIAN NONI ORIGINAL	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(801)321-4893		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8013214814		
Email:	mkrieger@kmclaw.com		
Correspondent Name:	Michael F. Krieger		
Address Line 1:	60 East South Temple		
Address Line 2:	Suite 1800		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	10209.1		
NAME OF SUBMITTER:	Michael F. Krieger		

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**TRADEMARK**  
**REEL: 004206 FRAME: 0047**

Signature:	/Michael F. Krieger/
Date:	05/13/2010
Total Attachments: 2 source=Assignment TNI#page1.tif source=Assignment TNI#page2.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, Morinda, Inc. (hereinafter referred to as "Assignor"),

a corporation duly organized under the laws of the State of Utah, located at 333 West River Park Drive Provo, Utah 84604,

an individual whose full post office address is \_\_\_\_\_,

is the owner of the entire right, title, and interest in and to the following trademark(s) including all rights in and to such trademark(s) created under any applicable federal or state statutes or common law or under the applicable trademark laws of any foreign country,

AND WHEREAS, Tahitian Noni International, Inc. (hereinafter referred to as "Assignee"),

a corporation duly organized under the laws of the State of Utah, located at 333 West River Park Drive Provo, Utah 84604,

an individual whose full post office address is \_\_\_\_\_,

desires to acquire all right, title, interest and goodwill in the trademark(s), their registration(s) and application(s), and all accrued rights including, prior uses and rights against any infringements before the date of this assignment.

<b>Trademark</b>	<b>Application No.</b>	<b>Filing Date</b>	<b>Registration No.</b>	<b>Registration Date</b>
Tahitian Noni Extra	77/907356	Jan 7 2010		
Tahitian Noni Pure	77/907332	Jan 7 2010		
Tahitian Noni Family	77/907341	Jan 7 2010		
Tahitian Noni Original	77/907350	Jan 7 2010		

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to said trademark(s) and any respective applications, registrations or renewal(s) thereof, together with the goodwill of the uses or business symbolized by and associated with the trademark(s) and all rights to bring suit for past or future infringement of the

trademark(s).

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates or renewal certificates of registration of the trademark(s) to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Dated this 23 day of March, 2010.



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Tahitian Noni International, Inc.

H. Michael Drake, Associate General Counsel

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