

**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>
Cache Sales		03/17/2010	LIMITED LIABILITY COMPANY: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lifestyle Products		
<b>Street Address:</b>	P.O. Box 4614		
<b>City:</b>	Logan		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84323		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: UTAH		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3212906	FITNESS ESSENTIALS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)537-1799		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Email:</b>	hardman@austin-rapp.com		
<b>Correspondent Name:</b>	Thomas Hardman		
<b>Address Line 1:</b>	170 South Main Street, Suite 735		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84101		
<b>ATTORNEY DOCKET NUMBER:</b>	4402.3.4		
<b>NAME OF SUBMITTER:</b>	Thomas M. Hardman		
<b>Signature:</b>	/Thomas M. Hardman/		
<b>Date:</b>	05/17/2010		

OP \$40.00 3212906

Total Attachments: 2

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## INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment is being entered into between Cache Sales ("Assignor"), an LLC of the state of Utah located at 1189 W. 1700 N. Suite 110 Logan, Utah 84321 and Lifestyle Products ("Assignee"), an LLC of the state of Utah located at 1619 Mt. Logan Dr. Logan Utah 84321. The Effective Date of this Intellectual Property Assignment is 17 March 2010

The following terms are used in this Intellectual Property Assignment:

"Marks" – The trademarks and service marks that are listed in Exhibit A.

"Trade Dress" – The characteristics of the visual appearance of the products upon which the Marks are used, including the product packaging, labels, designs, logos, and product aesthetic features.

"Domain Names" – The domain names that are listed in Exhibit A.

"Goodwill" – The goodwill of the business relating to the products and services associated with the Marks, the Trade Dress, and the Domain Names.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby conveys, transfers, assigns, and delivers to the Assignee: (1) all its right, title, and interest in and to the Marks, the Trade Dress, and the Domain Names; (2) the Goodwill symbolized by the Marks, the Trade Dress, and the Domain Names; and (3) the right to sue for and recover damages and lost profits for any past, present, or future infringements or misappropriations of the Marks, the Trade Dress, or the Domain Names. The Assignor further covenants that it will take all actions that are necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the Marks, the Trade Dress, and the Domain Names.

This Intellectual Property Assignment shall be governed by the laws of the state of [state name]. If any provision of this Intellectual Property Assignment is found invalid or unenforceable under judicial decree or decision, the remainder shall remain valid and enforceable according to its terms.

We have carefully reviewed this Intellectual Property Assignment and agree to accept its terms and conditions.

Assignor:



Roger Dahle, CEO

Assignee:



David B. Thornley, President

EXHIBIT A

Marks

Fit Essentials  
Fitness Essentials  
Zone Training  
MX1 Stepper  
Fitness Basics  
Fitness Solutions  
PetsTuff

Domain Names

Fitessentials.net