

**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>
Premier Alive, Inc.		05/21/2010	CORPORATION: UTAH
Premier A-Live, Inc.		05/21/2010	CORPORATION: UTAH
A-Live Foods, Inc.		05/21/2010	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nature's Way Products, Inc.		
<b>Street Address:</b>	1375 North Mountain Springs Parkway		
<b>City:</b>	Springville		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84663		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78972826	PREMIER ALIVE	
<b>Registration Number:</b>	3416264	PREMIER ALIVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)328-1707		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	8015339800		
<b>Email:</b>	rphillips@wnlaw.com		
<b>Correspondent Name:</b>	Robyn L. Phillips		
<b>Address Line 1:</b>	60 East South Temple, Ste. 1000		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>ATTORNEY DOCKET NUMBER:</b>	10265.175.1		
<b>NAME OF SUBMITTER:</b>	Robyn L. Phillips		

OP \$65.00 78972826

**900163013**

**TRADEMARK  
 REEL: 004212 FRAME: 0500**

Signature:	/Robyn L. Phillips/
Date:	05/25/2010
Total Attachments: 3 source=Premier Alive Assignment#page1.tif source=Premier Alive Assignment#page2.tif source=Premier Alive Assignment#page3.tif	

WHEN RECORDED RETURN TO:

WORKMAN NYDEGGER  
1000 Eagle Gate Tower  
60 East South Temple  
Salt Lake City, Utah 84111

## ASSIGNMENT

WHEREAS, A-Live Foods, Inc., Premier A-Live, Inc. and Premier Alive, Inc., all Utah corporations with a principal place of business 811 East 11000 North Cedar City, Utah 84720 (hereinafter collectively referred to as "Assignor") have adopted, used and are using and are the owner of all right, title and interest in and to the trademarks PREMIER ALIVE (hereinafter referred to as the "marks"), which were filed in the United States Patent and Trademark Office as Serial Nos. 78/972,826 on September 12, 2006 in International Class 005 and 78/972,844 in International Class 040 which matured into Registration No. 3,416,264; and

WHEREAS, Nature's Way Products, Inc., a corporation of the State of Utah, having a principal place of business at 1375 North Mountain Springs Parkway, Springville, Utah 84663 (hereinafter referred to as "Assignee") is desirous of acquiring the entire right, title and interest in and to the marks and the applications and registration thereof;

NOW, THEREFORE, in consideration of ten dollars (\$10.00) 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 the marks and the above-identified registration thereof, together with the goodwill symbolized by and associated with the marks.

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 issue any and all certificates of registration of the marks to the Assignee as the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon Assignor and its heirs, legal representatives, predecessors, successors and assigns, parents, subsidiaries, affiliated and related corporations, and legal representatives.

DATED this 21<sup>st</sup> day of May, 2010

A-Live Foods, Inc.

By: Ross W. LeBaron  
Name: Ross W. LeBaron  
Title: secretary


DATED this 21<sup>st</sup> day of May, 2010

Premier A-Live, Inc.

By: Ross W. LeBaron  
Name: Ross W. LeBaron  
Title: President

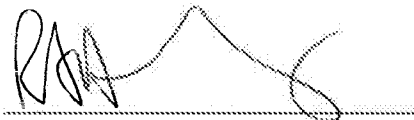
DATED this 21<sup>st</sup> day of May, 2010

Premier Alive, Inc.

By:   
Name: Ross W. LaBaron  
Title: President

DATED this 21<sup>st</sup> day of May, 2010

Nature's Way Products, Inc.

By:   
Name: Robert Matthew  
Title: COO

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