

TO:MAIN STREET DIRECT, LLC COMPANY:ONE PARK AVENUE

<b>TRADEMARK ASSIGNMENT</b>
-----------------------------

Electronic Version v1.1  
 Stylesheet Version v1.1

**07/27/2010**  
**900167911**

<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>
Main Street Direct, LLC		07/20/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Blue Sky Asset Management, LLC		
<b>Street Address:</b>	One Park Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3520567	NUTRIDAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)779-3081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2127793000		
<b>Email:</b>	kcohen@mainstreetdirect.com		
<b>Correspondent Name:</b>	Main Street Direct, LLC		
<b>Address Line 1:</b>	One Park Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	Karla A. Cohen		
<b>Signature:</b>	k/a/c		
<b>Date:</b>	07/27/2010		
<b>Total Attachments: 1</b>			

OP \$40.00 3520587

USPTO

7/29/2010 9:30:47 PM PAGE 4/005 Fax Server

TO:MAIN STREET DIRECT. LLC COMPANY:ONE PARK AVENUE

source=TM assignment#page1.tif

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of July 20, 2010 from Main Street Direct, LLC ("ASSIGNOR"), to Blue Sky Asset Management, LLC ("ASSIGNEE");

WHEREAS, ASSIGNOR is the owner of the trademark "NutriDay", Registration Number 3520587 (the "Mark"), 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 Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, 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 Mark, together with (1) the goodwill of the business relating to the Products in respect upon which the Mark is used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

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 Mark.

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

Main Street Direct, LLC



by Daniel A. Kern, Managing Director

ACKNOWLEDGEMENT

State Of New York )  
Darien )  
County of New York )

On July 21, 2010 before me, Gail Clement Notary Public, personally appeared DAN KERN, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Signature of Notary Public

GAIL CLEMENT  
NOTARY PUBLIC, STATE OF NEW YORK  
QUALIFIED IN NASSAU COUNTY  
NO. 01CL0204867  
MY COMMISSION EXPIRES 03-02-2014