

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Natural Factors Nutritional Products Ltd.		09/09/2010	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Preferred Nutrition Inc.		
Street Address:	153 Perth Street		
City:	Acton, ON		
State/Country:	CANADA		
Postal Code:	L7J 1C9		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3829391	WOMENSENSE	
CORRESPONDENCE DATA			
Fax Number:	(604)777-4988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(604)777-4702		
Email:	rzhang@naturalfactors.com		
Correspondent Name:	Rong Zhang		
Address Line 1:	1550 United Boulevard		
Address Line 4:	Coquitlam, BC, CANADA V3K 6Y2		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

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REEL: 004277 FRAME: 0339

NAME OF SUBMITTER:	Rong Zhang
Signature:	/rz/
Date:	09/13/2010
Total Attachments: 1 source=WOMENSENSE (USA) from NF to PN (9.9.2010)#page1.tif	

ASSIGNMENT OF TRADE-MARK

WHEREAS, **Natural Factors Nutritional Products Ltd. (the "Assignor")**, has adopted and has applied to register the trademark **WOMENSENSE** (Reg. No. 3,829,391) in the United States; and

WHEREAS, **Preferred Nutrition Inc. (the "Assignee")**, the full post office address of whose principal office or place of business is 153 Perth Street, Acton, Ontario, L7J 1C9 Canada, is desirous of acquiring the trade-mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign and transfer unto the Assignee its entire right, title to and interest in the trademark, together with the goodwill of the business associated with the trademark.

Executed at Coquitlam, British Columbia, Canada, this 9th day of September, 2010.

NATURAL FACTORS NUTRITIONAL PRODUCTS LTD.

Per: _____


Michael F. Hobson

President & CEO