

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
New Vision USA, Inc.		01/20/2011	CORPORATION: ARIZONA

**RECEIVING PARTY DATA**

<b>Name:</b>	Vemma Nutrition Company
<b>Street Address:</b>	8322 East Hartford Drive
<b>City:</b>	Scottsdale
<b>State/Country:</b>	ARIZONA
<b>Postal Code:</b>	85255
<b>Entity Type:</b>	CORPORATION: ARIZONA

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Serial Number:	78906691	VERTICAL PAYOUT
Serial Number:	78724540	NEW VISION FORTÉ
Serial Number:	78379705	ESSENTIAL NUTRITION PROGRAM
Serial Number:	78268958	NEW VISION
Serial Number:	78221915	ESSENTIAL MINERALS
Serial Number:	78432008	AMINOESSENCE
Serial Number:	78431997	NEW VISION SPA ESSENTIALS
Serial Number:	78295976	NEW VISION SPA ESSENTIALS
Serial Number:	77960225	NEW VISION ELEVATE
Serial Number:	77611162	FORTÉ ENERGY COMPANY
Serial Number:	77630584	ENERGY FOR THE SPEED OF LIFE
Serial Number:	76406220	ORGANIC GREENS
Serial Number:	75024616	NEW VISION
Serial Number:	75427811	FLEXRITE

OP \$390.00 78906691

Serial Number:

74674202

SLIM CAPS

**CORRESPONDENCE DATA**

Fax Number: (480)659-3304

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 480-659-0019

Email: trademarks@hartmanlaw.com

Correspondent Name: Bradley P. Hartman

Address Line 1: 7114 E. Stetson Drive

Address Line 2: Suite 205

Address Line 4: Scottsdale, ARIZONA 85251-3250

ATTORNEY DOCKET NUMBER:

NEW VISION ASSIGNMENT

NAME OF SUBMITTER:

Bradley P. Hartman

Signature:

/bradley p. hartman/

Date:

01/21/2011

**Total Attachments: 2**

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**TRADEMARK ASSIGNMENT AGREEMENT**

THIS ASSIGNMENT OF TRADEMARK RIGHTS, effective as of the 20<sup>th</sup> day of January, 2011 (the "Effective Date"), is by and between **New Vision USA, Inc.**, an Arizona corporation ("Assignor") and **Vemma Nutrition Company**, an Arizona corporation ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks shown on Exhibit A thereto (the "Marks"), which have been adopted and used by Assignor in connection with its business, goods and services;

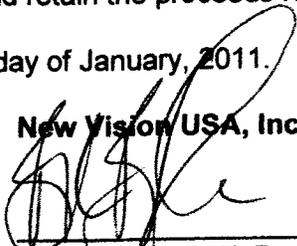
WHEREAS, Assignee is a related company to Assignor and, as such, has acquired from Assignor certain assets and intellectual property relating to the business, goods and services identified by the Marks and is desirous of acquiring Assignor's entire right, title, and interest in and to the Marks, and the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the parties agree as follows:

Assignor does hereby sell, assign and transfer to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the Marks, together with goodwill of the business symbolized by the Marks throughout the world, and all registrations and pending applications therefor, in the United States of America, its territories and possessions, and any foreign countries, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Dated this 20 day of January, 2011.

**New Vision USA, Inc.**



By: Benson K. Boreyko  
President/CEO

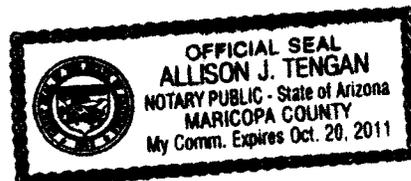
**ACKNOWLEDGEMENT**

STATE OF ARIZONA )  
                                  )ss.  
County of Maricopa )

On this 20 day of January, 2011, before me appeared Benson K. Boreyko who acknowledged that he signed this document as a free act on behalf of the identified corporation with authority to do so.

  
Notary Public

My Commission Expires:  
10-20-2011



**EXHIBIT A**

**MARKS**

<b>MARK</b>	<b>SERIAL NO.</b>	<b>FILING DATE</b>	<b>REGISTRATION NO.</b>	<b>REGISTRATION DATE</b>
VERTICAL PAYOUT	78906691	June 13, 2006	3321712	October 23, 2007
NEW VISION FORTE	78724540	September 30, 2005	3326699	October 30, 2007
ESSENTIAL NUTRITION PROGRAM	78379705	October 31, 2005	3047114	January 17, 2006
NEW VISION (and design)	78268958	June 30, 2003	2895540	October 19, 2004
 NEW VISION				
ESSENTIAL MINERALS	78221915	March 5, 2003	2810674	February 3, 2004
AMINOESSENCE	78432008	June 8, 2004	3066774	March 7, 2006
NEW VISION SPA ESSENTIAL (and design)	78431997	June 8, 2004	3313458	October 16, 2007
 NEW VISION SPA ESSENTIALS				
NEW VISION SPA ESSENTIAL	78295976	September 4, 2003	2318209	January 11, 2005
NEW VISION ELEVATE	77960225	March 16, 2010		
FORTE ENERGY COMPANY	77611162	November 10, 2008	3768673	March 30, 2010
ENERGY FOR THE SPEED OF LIFE	77630584	December 10, 2008	3750599	February 16, 2010
ORGANIC GREENS	76406220	May 9, 2002	2863294	July 13, 2004
NEW VISION	75024616	November 27, 1995	2006337	October 8, 1996
FLEXRITE	75427811	February 2, 1998	2293517	November 16, 1999
SLIM CAPS	74674202	May 15, 1995	1976429	May 28, 1996

**TRADEMARK**