

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| | Name | Formerly | Execution Date |
| | United States Nutrition, Inc. | | 04/12/2011 |
| | | | Entity Type |
| | | | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | The Ester C Company | | |
| Street Address: | 2100 Smithtown Avenue | | |
| Internal Address: | Legal Dept. | | |
| City: | Ronkonkoma | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 11779 | | |
| Entity Type: | CORPORATION: ARIZONA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| | Property Type | Number | Word Mark |
| Serial Number: | 78974398 | THE BETTER VITAMIN C | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (631)218-7341 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 6312187335 | | |
| Email: | lhechtel@nbty.com | | |
| Correspondent Name: | The Ester C Company | | |
| Address Line 1: | 2100 Smithtown Avenue | | |
| Address Line 2: | Legal Dept. | | |
| Address Line 4: | Ronkonkoma, NEW YORK 11779 | | |
| ATTORNEY DOCKET NUMBER: | ASSIGNMENT - BETTER VIT C | | |
| NAME OF SUBMITTER: | Lee Grosskreuz Hechtel | | |
| Signature: | /lgh/ | | |
| Date: | 04/12/2011 | | |
| Total Attachments: 1 source=US - The Better Vitamin C(R) - USN to TEC#page1.tif | | | |

CH \$40.00 78974398

TRADEMARK ASSIGNMENT

Whereas, effective as of April 12, 2011, United States Nutrition, Inc. ("Assignor") a Delaware corporation, located at 2100 Smithtown Avenue, Ronkonkoma, New York 11779, USA, is the owner of the following trademarks (the "Trademarks"):

| Trademark | Country | Serial No. |
|----------------------|---------|------------|
| THE BETTER VITAMIN C | USA | 78974398 |

Whereas, the Assignor hereby assigns to The Ester C Company ("Assignee"), an Arizona corporation having a principal place of business at 2100 Smithtown Ave. Ronkonkoma, New York 11779, any and all rights to the Trademarks, above, together with all goodwill associated with business in connection with which the Trademark are used.

Now, therefore, this instrument witnesses that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor sells, assigns and transfers unto Assignee, its legal successors and representatives, and the Assignee accepts all of Assignor's entire right, title, and interest in and to the Trademarks and registrations, renewals, and extensions thereto, together with the goodwill of the business in connection with which the Trademarks are used and which are symbolized by the Trademarks, together with the right to sue for past infringement, to be held and enjoyed by the said Assignee, as fully as the same would have been enjoyed by Assignor, had this Assignment not been made.

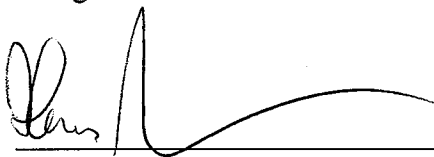
In testimony whereof, the said Assignor has hereunto set its hand this 12 day of April, 2011.

Assignor:



Name: Harvey Kamil
Title: Treasurer

Assignee:



Name: Hans Lindgren
Title: Vice President & Secretary