

**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
iHerb, Inc.		05/23/2011	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Madre Labs, Inc.
<b>Street Address:</b>	306 West Sierra Madre Boulevard
<b>City:</b>	Sierra Madre
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91024
<b>Entity Type:</b>	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Serial Number:	85004713	MILD BY NATURE
Registration Number:	3667723	MADRE LABS
Registration Number:	3667728	MUSHREX
Registration Number:	3667729	IMMUNE PUNCH
Registration Number:	3663627	EUREKA! BERRIES
Registration Number:	3652885	ACAI HEART
Registration Number:	3633489	MIDORI GREENS
Registration Number:	3782683	CAFÉCEPS
Registration Number:	3782684	COCOCEPS
Registration Number:	3782700	MICROFUNGI
Registration Number:	3828292	RESVERAPHENOL
Registration Number:	3895402	COCOCARDIO

**CORRESPONDENCE DATA**

900192548

**TRADEMARK**  
 REEL: 004546 FRAME: 0451

OP \$315.00 85004713

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ATTORNEY DOCKET NUMBER:	MADRE LABS
NAME OF SUBMITTER:	C. G. Gordon Martin, Attorney of Record
Signature:	/c. g. gordon martin/
Date:	05/23/2011

Total Attachments: 2  
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## ASSIGNMENT OF TRADEMARKS

A. iHerb, Inc., a California corporation (“iHerb”) located at 17825 Indian Street, Moreno Valley, California 92551 has used and is using the following marks which are also registered in the United States Patent and Trademark Office for use on or in connection with products sold by iHerb:

1. MADRE LABS                      Reg. No. 3,667,723
2. MUSHREX                        Reg. No. 3,667,728
3. IMMUNE PUNCH                Reg. No. 3,667,729
4. EUREKA! BERRIES              Reg. No. 3,663,627
5. ACAI HEART                     Reg. No. 3,652,885
6. MIDORI GREENS                Reg. No. 3,633,489
7. CAFÉCEPS                        Reg. No. 3,782,683
8. COCOCEPS                        Reg. No. 3,782,684
9. MicroFungi                      Reg. No. 3,782,700
10. ResveraPhenol                Reg. No. 3,828,292
11. CocoCardio                    Reg. No. 3,895,402
12. MILD BY NATURE              Ser. No. 85-004,713

B. Madre Labs, Inc., a California Corporation (“Madre Labs”) located at 306 West Sierra Madre Boulevard, Sierra Madre, California 91024, desires to acquire the marks and the registrations thereof.

C. For good and valuable consideration, receipt of which is hereby acknowledged, iHerb, Inc. does hereby transfer and assign to Madre Labs, Inc. all right, title and interest in and to the above trademarks, together with its common law rights, the goodwill of the business symbolized by the trademarks, and all of its right, title and interest in Registrations listed above.

D. This assignment also includes, to the extent they exist, all of iHerb’s rights to sue for past, present and future infringement and, to the extent they exist, the right to collect and own any monetary or other damages as a result thereof.

E. The person signing this Assignment on behalf of iHerb is authorized by the corporation to do so.

iHERB, INC

By: 

Reza Faraee,  
President

Dated: 5-23-, 2011