

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
Naura Hayden		06/29/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Vim Vida Corporation		
Street Address:	2159 Avenida de la Playa		
City:	La Jolla		
State/Country:	CALIFORNIA		
Postal Code:	92037		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1937106	VITAMINTS	
CORRESPONDENCE DATA			
Fax Number:	(858)436-1349		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	chaan@lewiskohn.com		
Correspondent Name:	David M. Kohn		
Address Line 1:	10935 Vista Sorrento Parkway		
Address Line 2:	Suite 370		
Address Line 4:	San Diego, CALIFORNIA 92126		
ATTORNEY DOCKET NUMBER:	593.3GEN		
NAME OF SUBMITTER:	David M. Kohn		
Signature:	/dmk/		
Date:	07/18/2011		
Total Attachments: 1 source=Executed_Assignment#page1.tif			

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ASSIGNMENT

WHEREAS, I, Naura Hayden, a citizen of the United States of America, hereinafter referred to as "ASSIGNOR", am the owner of a certain registered trademark "VITAMINTS" for which a U.S. Trademark Application was filed in the United States of America on 11/22/1994, and registered as U.S. Trademark Registration No. 1,937,106, herein referred to as the "TRADEMARK"; and

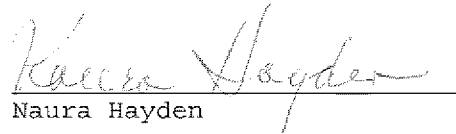
WHEREAS, Vim Vida Corporation ("ASSIGNEE"), a private, for-profit corporation registered in California, having a registered address of 2159 Avenida de la Playa, La Jolla, CA 92037 desirous of acquiring the exclusive right, title, and interest in and to said TRADEMARK, including any and all applications or registrations to be filed or granted in the United States of America and its territories and possessions, and all countries foreign thereto; and

NOW, THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, the ASSIGNOR, by these presents does hereby sell, assign, transfer, and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest in and to, and to bring suit under, the said TRADEMARK and to all trademarks to be filed and registered based on same, including, but not limited to, the right to register said TRADEMARK, to renew registration of said TRADEMARK, and to license the use of said TRADEMARK in the United States of America, its territories and possessions, but for, to, and in all other countries including all priority rights under the International Convention and any other applicable laws or treaties; and we hereby authorize and request the United States Commissioner of Patents and Trademarks to issue any subsequent trademark to said ASSIGNEE, its successors and assigns in accordance with this Assignment.

IN WITNESS, the ASSIGNOR and ASSIGNEE have caused their acknowledgement to be hereunto affixed the day and year first below written.

AUTHORIZED SIGNATURES:

ASSIGNOR:


Naura Hayden

6-29-2011
Date

ASSIGNEE:


Dr. Sheldon Hendler, Chairman

6/9/2011
Date