

TRADEMARK ASSIGNMENT

Electronic 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	Entity Type
DAVID NICHOLS		09/02/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	VITAMIN CLASSICS, INC.		
Street Address:	26135 Mureau Road		
City:	Calabasas		
State/Country:	CALIFORNIA		
Postal Code:	91302		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3633409	AUSTRALIAN NATURAL	
CORRESPONDENCE DATA			
Fax Number:	(310)881-6801		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 881-6800		
Email:	painter@ikplaw.com		
Correspondent Name:	Michael A. Painter, Esq.		
Address Line 1:	Suite 2900		
Address Line 2:	10250 Constellation Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	20088.033		
NAME OF SUBMITTER:	Michael A. Painter		
Signature:	/Michael A. Painter/		
Date:	09/08/2011		
Total Attachments: 3 source=DOC453.11#page1.tif source=DOC453.11#page2.tif source=DOC453.11#page3.tif			


CH \$40.00 3633409

ASSIGNMENT

WHEREAS, DAVID NICHOLS, of 64 Boston Road, P.O. Box 908, Palmer, Massachusetts 01069, is an individual and citizen of the United States ("Assignor"), has adopted, used and registered the trademark AUSTRALIAN NATURAL in United States, said trademark being identified as Certificate of Registration No. 3,633,409 dated June 2, 2009; and

WHEREAS, VITAMIN CLASSICS, INC., of 26135 Mureau Road, Calabasas, California 91302, a corporation organized under the laws of the State of California, ("Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, DAVID NICHOLS does hereby assign unto the said VITAMIN CLASSICS, INC., all rights, title and interest in and to the said mark and registration, together with the good will of the business symbolized by the mark.


David Nichols

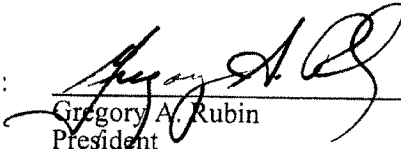
Dated: September 2, 2011

POWER OF ATTORNEY

Assignee hereby appoints MICHAEL A. PAINTER, ESQ. of ISAACMAN, KAUFMAN & PAINTER, A Professional Corporation, with offices at 10250 Constellation Boulevard, Suite 2900, Los Angeles, California 90067, (310) 881-6800, with full power of substitution, the power of appointment of an associate attorney, and the power of revocation, to record this Assignment, to transact all business in the Patent and Trademark Office in connection therewith and to receive all documents.

VITAMIN CLASSICS, INC.

By:



Gregory A. Rubin
President

Dated: September 2, 2011