

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
Sun Valley Natural Products LLC		08/19/2011	LIMITED LIABILITY COMPANY: IDAHO
RECEIVING PARTY DATA			
Name:	NBTY Idaho, Inc.		
Street Address:	2100 Smithtown Avenue		
Internal Address:	Legal Dept.		
City:	Ronkonkoma		
State/Country:	NEW YORK		
Postal Code:	11779		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3928162	SUN VALLEY BAR	
Registration Number:	3544844	PAR BAR	
Registration Number:	3514496	SUN VALLEY BAR	
CORRESPONDENCE DATA			
Fax Number:	(631)218-7341		
Phone:	6312187335		
Email:	lhechtel@nbt.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	NBTY Idaho, Inc.		
Address Line 1:	2100 Smithtown Avenue		
Address Line 2:	Legal - IP Dept.		
Address Line 4:	Ronkonkoma, NEW YORK 11779		
ATTORNEY DOCKET NUMBER:	SUNVALLEY ASSIGNMENT		

CH \$90.00 3928162

900202624

TRADEMARK
 REEL: 004627 FRAME: 0139

NAME OF SUBMITTER:	Lee Grosskreuz Hechtel
Signature:	/lgh/
Date:	09/21/2011
Total Attachments: 1 source=US TMs - Sun Valley to USN - fully executed#page1.tif	

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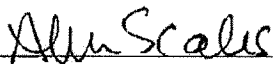
Sun Valley Natural Products LLC, an Idaho limited liability Company ("Assignor"), is the owner of the below listed trademarks ("Marks"), and their corresponding registrations.

Trademark	Country	Registration No.
SUN VALLEY BAR	USA	3928162
PAR BAR	USA	3544844
SUN VALLEY BAR	USA	3514496


For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to NBTY Idaho, Inc., a Delaware corporation ("Assignee"), its entire worldwide right, title and interest in and to the Marks and their related registrations, together with the goodwill of the business symbolized by the Marks and registrations, with all rights of action, powers and benefit to the Marks, due or accrued, including the right to sue for and recover in the Assignee's own name and that of its successors and assigns and other legal representatives all remedies of every nature, including without limitation rights to injunctive relief, damages, profits, costs and attorney fees, arising out of past infringement of the Marks, or injury to the related good will.

In witness whereof, Assignor has caused this Assignment of Marks to be executed as of the 19th day of August, 2011.

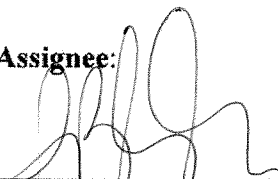
Assignor:


Name: Alan Scalis
Title: Co-Founder

Assignor:


Name: Sarah Walker-McLaughlin
Title: Co-Founder

Assignee:


Name: Irene Fisher
Title: Senior Vice President