

Intellectual Property Assignment Agreement

This Intellectual Property Assignment Agreement (this "Assignment") is made as of this 9th day of December, 2010 by and between IDEAVILLAGE PRODUCTS CORPORATION, a New Jersey corporation located at Wayne Plaza II, 155 Route 46, 4th Floor, Wayne, NJ 07470, ("Seller"), and DSM NUTRITIONAL PRODUCTS, INC., a Delaware corporation located at 45 Waterview Blvd., Parsippany, NJ 07054 ("Purchaser"). This Agreement is made and delivered pursuant to, and subject to the terms of, a certain Asset Purchase Agreement, dated as of December 9, 2010 (the "Purchase Agreement"), by and between Seller and Purchaser. Terms not otherwise defined herein shall have the meaning ascribed to them in the Purchase Agreement.

Seller hereby sells, assigns, transfers and sets over to Purchaser the entire right, title and interest of Seller's in any and all Intellectual Property solely relating to the Business (collectively hereinafter "IP" as specifically contemplated in Section 2.1(c) of the Purchase Agreement and Schedule A attached hereto) together with the goodwill of the Business solely in connection with the IP, and all trademark and domain name registrations in the United States and all foreign jurisdictions, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all foreign jurisdictions, now or hereafter in effect, for Purchaser's own use and enjoyment, and for the full use and enjoyment of Purchaser's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Seller if the Purchase Agreement had not been made; together with all income, royalties or payments due or payable on the Closing Date or thereafter, including without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the IP, with the right to sue for or collect the same for Purchaser's own use and the use and enjoyment of its successors, assigns or other legal representatives.

Seller shall provide Purchaser and its successors, assigns or other legal representatives, reasonable cooperation and assistance at Purchaser's reasonable request and expense, including the execution and delivery of affidavits, declarations, oaths, exhibits, assignments, powers of attorney or other documentation that may be reasonably required: (a) in the preparation and prosecution of any application for registration or any application for renewal of a registration governing the trademarks and domain names; (b) in the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with the trademarks and domain names, including testifying as to any facts relating to the trademarks and domain names assigned herein and this Assignment; (c) in obtaining any additional protection for the IP that Purchaser may deem appropriate which may be secured under the laws of any jurisdiction; and (d) in the implementation or perfection of this Assignment.

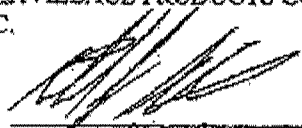
IN WITNESS WHEREOF, the parties have caused their duly authorized representatives to execute this Assignment as of the date first written above.

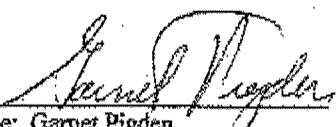
SELLER:


PURCHASER:

IDEAVILLAGE PRODUCTS CORPORATION
INC.

DSM NUTRITIONAL PRODUCTS,

By: 
Name: Kenneth T. Bogen
Title: Executive Vice President
December 9, 2010

By: 
Name: Garnet Pigden
Title: Sr. V.P. Marketing

By: 
Name: Hugh C. Welsh
Title: V.P. & General Counsel

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Schedule A

Trademark: "Slim Shots" – Registration Number 3496916 – United States of America

Domain Name: www.slimshots.com

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RECORDED: 10/25/2011

TRADEMARK
REEL: 004649 FRAME: 0185