

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
iSatori Technologies, Inc.		01/31/2012	CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	Pharmavite LLC		
Street Address:	P.O. Box 9606		
City:	Mission Hills		
State/Country:	CALIFORNIA		
Postal Code:	91346-9606		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3499976	VOOTS	
Registration Number:	3575744	EAT YOUR VOOTS	
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310-207-3800		
Email:	suzanne_johnston@bstz.com		
Correspondent Name:	Blakely Sokoloff Taylor Zafman LLP		
Address Line 1:	12400 Wilshire Blvd., 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90025-1040		
ATTORNEY DOCKET NUMBER:	70452.A100		
NAME OF SUBMITTER:	Suzanne Johnston		
Signature:	/Suzanne Johnston/		

Date:

04/09/2012

Total Attachments: 5

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REGISTERED MARKS ASSIGNMENT AGREEMENT

This Registered Marks Assignment Agreement (this "**Assignment**") is made and entered into as of January 31, 2012 ("**Effective Date**") by and between iSatori Technologies, Inc., a Colorado corporation ("**Assignor**"), and Pharmavite LLC, a California limited liability company ("**Assignee**") (collectively, the "**Parties**").

WHEREAS, Assignor owns all right, title and interest in and to the trademarks registered on the Principal Register of the United States Patent and Trademark Office as set forth on Schedule 1 hereto and any common law rights in such marks (whether registered or applied for) (collectively, the "**Registered Marks**") and the goodwill associated with the Registered Marks;

WHEREAS, Assignee and Assignor are parties to that certain Asset Purchase Agreement, dated as of January 25, 2012 (the "**Purchase Agreement**"), by and among the Assignor, the Assignee, and Mr. Stephen Adele, President and Chief Executive Officer of the Assignor, solely for the limited purposes set forth in Section 2.4(b), Section 6.4 and Article X of the Purchase Agreement;

WHEREAS, pursuant to Section 2.1 of the Purchase Agreement, Assignor assigned to Assignee, and Assignee acquired all of the right, title and interest in and to the Registered Marks, the registrations and applications thereof, and the goodwill of the business appertaining thereto; and

WHEREAS, the parties desire to enter into this Assignment to evidence the transfer of the Registered Marks to Assignee pursuant to the Purchase Agreement.

NOW THEREFORE, IN CONSIDERATION of the foregoing, and for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Capitalized terms used herein but not otherwise defined herein shall have the meanings ascribed to such terms in the Purchase Agreement.
2. Assignor does hereby sell, assign, transfer and deliver to Assignee all of Assignor's rights, title and interest in and to the Registered Marks together with all of the goodwill of the Business associated with the Registered Marks and any renewals and extensions of such registrations, all other corresponding rights that exist or that may be secured under common law, state law, the laws of the United States or any foreign country, as of the Effective Date, as well as all income, royalties or payments due or payable to the owner of the Registered Marks, and the right to sue and collect damages for past, present and future infringements, dilution or other unauthorized use of the Registered Marks

pursuant to Section 2.1 of the Purchase Agreement, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

3. Assignor shall promptly execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Registered Marks and its recordation in relevant state and national trademark offices.
4. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, but all of which, when taken together, shall constitute one and the same instrument.
5. Nothing in this Assignment shall alter any liability of the Assignor or Assignee arising under the Purchase Agreement.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned, being the duly authorized representatives of the Parties, have executed this Assignment below effective as of the Effective Date identified above.

iSatori Technologies, Inc

By: _____

Name: Stephen Adele

Title: Chief Executive Officer

Pharmavite LLC

By: _____

Name: Steve Chopp

Title: Chief Financial Officer and Executive Vice President

Signature Page -- Registered Marks Assignment Agreement

TRADEMARK
REEL: 004753 FRAME: 0104

IN WITNESS WHEREOF, the undersigned, being the duly authorized representatives of the Parties, have executed this Assignment below effective as of the Effective Date identified above.

iSatori Technologies, Inc.

By: _____

Name: Stephen Adele

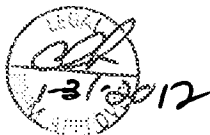
Title: Chief Executive Officer

Pharmavite LLC

By:  _____

Name: Steve Chopp

Title: Chief Financial Officer and Executive Vice President



Schedule 1

U.S. REGISTERED TRADEMARKS

Trademark	Registration No.	Registration Date
VOOTS	3499976	09/09/2008
EAT YOUR VROOTS	3575744	02/17/2009