

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------|----------|----------------|-------------------------------------|
| NUTRI MAGIC, LLC | | 01/04/2011 | LIMITED LIABILITY COMPANY: DELAWARE |

RECEIVING PARTY DATA

| | |
|-------------------|-------------------------------------|
| Name: | LA Weight Loss LLC |
| Street Address: | 2711 Centerville Road |
| Internal Address: | Suite 400 |
| City: | Wilmington |
| State/Country: | DELAWARE |
| Postal Code: | 19808 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 16

| Property Type | Number | Word Mark |
|----------------------|---------|-------------------------|
| Registration Number: | 2254168 | LA WEIGHT LOSS CENTERS |
| Registration Number: | 2271058 | LA WEIGHT LOSS CENTERS |
| Registration Number: | 2582943 | CELLUWAY |
| Registration Number: | 2493446 | LA EXPRESS |
| Registration Number: | 2630664 | L A WEIGHT LOSS TAKEOFF |
| Registration Number: | 2644261 | NATURE'S REPLY |
| Registration Number: | 2762732 | L A NUTRITIONAL BARS |
| Registration Number: | 2935683 | L A SLIMDOWN |
| Registration Number: | 2985895 | LA SMOOTHIE |
| Registration Number: | 2927464 | CARB CRAVERS |
| Registration Number: | 3101241 | JETSTART |
| Registration Number: | 3889736 | LA TO YOUR DOOR |
| Registration Number: | 3910902 | LA WEIGHT LOSS |

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|----------------------|----------|-------------------|
| Registration Number: | 3900714 | LA MY WAY |
| Registration Number: | 3890332 | LA PLATEAUBREAKER |
| Serial Number: | 85060710 | LA RAPID RESULTS |

CORRESPONDENCE DATA

Fax Number: 2027568087

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (202) 756-8000

Email: rkim@mwe.com, emalis@mwe.com,
 washington_ip_docket@mwe.com, ksandacz@mwe.com

Correspondent Name: Richard Y. Kim

Address Line 1: 600 13th Street, N.W.

Address Line 2: McDermott Will & Emery LLP

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

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|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 090509-0011 |
| NAME OF SUBMITTER: | Richard Y. Kim |
| Signature: | /Richard Y. Kim/ |
| Date: | 04/23/2012 |

Total Attachments: 1
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