

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
Nature's Way Products, LLC		06/16/2012	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	Schwabe North America, Incorporated		
Street Address:	825 Challenger Drive		
City:	Green Bay		
State/Country:	WISCONSIN		
Postal Code:	54311		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3924473	ALIVE!	
Registration Number:	3804967	PREMIER ALIVE	
Registration Number:	3416264	PREMIER ALIVE	
CORRESPONDENCE DATA			
Fax Number:	6169578196		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	616-949-9610		
Email:	jrleigh@priceheneveld.com		
Correspondent Name:	Kevin T. Grzelak		
Address Line 1:	695 Kenmoor SE, PO Box 2567		
Address Line 4:	Grand Rapids, MICHIGAN 49501		
ATTORNEY DOCKET NUMBER:	SCH054 T316/T539/T554		
NAME OF SUBMITTER:	Kevin T. Grzelak		

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Signature:	/Kevin T. Grzelak/
Date:	06/18/2012
Total Attachments: 1 source=SCH054-T316-T539-T554_Assignment#page1.tif	

ASSIGNMENT

WHEREAS, **NATURE'S WAY PRODUCTS, LLC**, a Wisconsin limited liability company, having offices at **825 Challenger Drive, Green Bay, Wisconsin 54311**, is the owner of the following trademarks now registered in the United States Patent and Trademark Office.

<u>REGISTRATION NO.</u>	<u>TRADEMARK</u>	<u>REGISTRATION DATE</u>
3,924,473	ALIVE!	March 1, 2011
3,416,264	PREMIER ALIVE	April 22, 2008
3,804,967	PREMIER ALIVE	June 15, 2010

WHEREAS, **SCHWABE NORTH AMERICA, INCORPORATED**, a Wisconsin corporation, having offices at **825 Challenger Drive, Green Bay, Wisconsin 54311**, is desirous of acquiring said trademark and the associated registration thereon.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said **NATURE'S WAY PRODUCTS, LLC** does hereby assign to said **SCHWABE NORTH AMERICA, INCORPORATED** all right, title and interest in and to the above-identified trademark, the registration thereon, and the goodwill of the business symbolized thereby.

Signed at **Green Bay, Wisconsin**, this 16th day of June, 2012.

NATURE'S WAY PRODUCTS, LLC

By



Chad Wiegand
Senior Vice President, General Counsel and Secretary