

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
Hero Nutritional Products, LLC		08/13/2013	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Hero Nutritionals, Inc.
Street Address:	991 Calle Negocio
Internal Address:	Legal Department
City:	San Clemente
State/Country:	CALIFORNIA
Postal Code:	92673
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Serial Number:	85891844	SLICE OF LIFE
Serial Number:	85811422	HERO
Serial Number:	85628389	
Serial Number:	85628373	
Serial Number:	85482440	SKINNY CHOCOLATE
Serial Number:	85428641	ENVITA
Serial Number:	85346615	YUMMI GUMMIES
Serial Number:	85314423	YUMMI
Serial Number:	85249485	YUMMI BEARS
Serial Number:	85163745	HERO NUTRITIONAL PRODUCTS
Serial Number:	85079778	FRUITIVA
Serial Number:	77895800	THE ORIGINAL
Serial Number:	77873295	NATURALLY YUMMI

OP \$890.00 85891844

Serial Number:	77873308	YUMMI BEARS TO GO
Serial Number:	77813389	YUMMI BEARS SOURZ
Serial Number:	77782659	CHOCOLATE WITH BENEFITS
Serial Number:	77659579	YUMMI BEARS ORGANICS THE ORIGINAL GUMMY
Serial Number:	77659306	YUMMI BEARS ORGANICS THE ORIGINAL GUMMY
Serial Number:	77658846	YUMMI BEARS ORGANICS
Serial Number:	77460416	SLICE OF LIFE GUMMY VITAMINS FOR ADULTS
Serial Number:	77403534	YUMMI BEARS SINCE 1997
Serial Number:	77367511	
Serial Number:	77367501	SLICEOFLIFE
Serial Number:	77367496	SLICEOFLIFE
Serial Number:	76673601	SLICEOFLIFE
Serial Number:	76648526	RAGING CHOCOLATE
Serial Number:	76647472	CINNABETIC II
Serial Number:	76586426	YUMMI BEARS
Serial Number:	76581734	HERO NUTRITIONALS
Serial Number:	76581733	HERO NUTRITIONALS
Serial Number:	76576925	ENVITA LABORATORIES
Serial Number:	76555110	HEALTHY INDULGENCE
Serial Number:	76425422	BRING OUT THE HERO IN YOU
Serial Number:	76312706	CHILDBRIGHT
Serial Number:	75601350	YUMMI

CORRESPONDENCE DATA

Fax Number:

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

Phone: (949) 498-2280

Email: rhepner@heronutritionals.com

Correspondent Name: Richard J. Hepner

Address Line 1: 991 Calle Negocio

Address Line 2: Legal Department

Address Line 4: San Clemente, CALIFORNIA 92673

NAME OF SUBMITTER:

Richard J. Hepner

Signature:

/Richard J. Hepner/

Date:

08/13/2013

TRADEMARK
REEL: 005092 FRAME: 0005

source=Trademark_Assignment#page1.tif
source=Trademark_Assignment#page2.tif
source=Trademark_Assignment#page3.tif

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of August 13, 2013 from Hero Nutritional Products, LLC ("ASSIGNOR") to Hero Nutritionals, Inc. ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademark registrations and applications (the "Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used (the "Products").

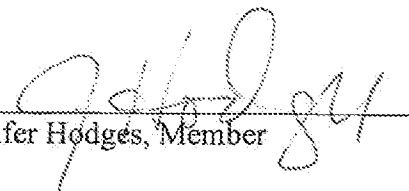
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will 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 Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the day and year first above written.

Hero Nutritional Products, LLC



Jennifer Hodges, Member

EXHIBIT A
TRADEMARKS

Mark	Application No.	Filing Date	Registration No.	Registration Date
SLICE OF LIFE	85/891,844	4-1-2013	N/A	N/A
HERO	85/811,422	12-27-2012	4,379,986	8-6-2013
	85/628,389	5-17-2012	4,385,233	8-13-2013
	85/628,373	5-17-2012	N/A	N/A
SKINNY CHOCOLATE	85/482,440	11-29-2011	N/A	N/A
ENVITA	85/428,641	9-21-2011	4,139,193	5-8-2012
YUMMI GUMMIES				
	85/346,615	6-15-2011	4,317,736	4-9-2013
YUMMI	85/314,423	5-6-2011	4,028,970	9-20-2011
YUMMI BEARS	85/249,485	2-23-2011	4,041,163	10-18-2011
HERO NUTRITIONAL PRODUCTS				
	85/163,745	10-28-2010	3,992,795	7-12-2011
FRUITIVA	85/079,778	7-7-2010	4,050,291	11-1-2011
THE ORIGINAL	77/895,800	12-17-2009	3,912,917	2-1-2011
NATURALLY YUMMI				
	77/873,295	11-16-2009	4,276,088	1-15-2013
YUMMI BEARS TO GO				
	77/873,308	11-16-2009	4,071,137	12-13-2011
YUMMI BEARS SOURZ				
	77/813,389	8-26-2009	4,032,131	9-27-2011
CHOCOLATE WITH BENEFITS				
	77/782,659	7-16-2009	4,276,063	1-15-2013
YUMMI BEARS ORGANICS THE ORIGINAL GUMMY VITAMIN				
	77/659,579	1-29-2009	3,783,340	5-4-2010
YUMMI BEARS ORGANICS THE ORIGINAL GUMMY VITAMIN				
	77/659,306	1-29-2009	3,751,324	2-23-2010
YUMMI BEARS ORGANICS				
	77/658,846	1-28-2009	3,748,512	2-16-2010
SLICE OF LIFE GUMMY VITAMINS FOR ADULTS				
	77/460,416	4-29-2008	4,061,786	11-29-2011

NATURAL FRUIT FLAVORS				
YUMMI BEARS SINCE 1997	77/403,534	2-22-2008	3,508,011	9-30-2008
	77/367,511	1-9-2008	3,472,115	7-22-2008
SLICEOFLIFE	77/367,501	1-9-2008	3,472,114	7-22-2008
SLICEOFLIFE	77/367,496	1-9-2008	3,472,113	7-22-2008
SLICEOFLIFE	76/673,601	3-5-2007	3,418,942	4-29-2008
RAGING CHOCOLATE	76/648,526	10-17-2005	3,689,705	9-29-2009
CINNABETIC II	76/647,472	9-26-2005	3,131,796	8-22-2006
YUMMI BEARS	76/586,426	3-30-2004	2,969,506	7-19-2005
HERO NUTRITIONALS	76/581,734	3-18-2004	3,029,888	12-13-2005
HERO NUTRITIONALS	76/581,733	3-18-2004	2,995,645	9-13-2005
ENVITA LABORATORIES	76/576,925	1-15-2004	3,133,465	8-22-2006
HEALTHY INDULGENCE	76/555,110	10-29-2003	2,960,590	6-7-2005
BRING OUT THE HERO IN YOU	76/425,422	6-26-2002	2,771,133	10-7-2003
CHILDBRIGHT	76/312,706	9-14-2001	2,652,702	11-19-2002
YUMMI	75/601,350	12-8-1998	2,553,108	3-26-2002