

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM312299

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Schwabe North America, Incorporated		07/11/2014	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nature's Way Products, LLC		
<b>Street Address:</b>	825 Challenger Drive		
<b>City:</b>	Green Bay		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54311		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WISCONSIN		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4316212	ALIVE!	
<b>Registration Number:</b>	4295769	ALIVE! ULTRA-SHAKE	
<b>Registration Number:</b>	4316214	ALIVE	
<b>Registration Number:</b>	3804967	PREMIER ALIVE	
<b>Registration Number:</b>	3924473	ALIVE!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6169578196		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	616-949-9610		
<b>Email:</b>	jrleigh@priceheneveld.com		
<b>Correspondent Name:</b>	Kevin T. Grzelak		
<b>Address Line 1:</b>	695 Kenmoor SE, PO Box 2567		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49501		
<b>ATTORNEY DOCKET NUMBER:</b>	SCH054 A000		
<b>NAME OF SUBMITTER:</b>	Kevin T. Grzelak		
<b>SIGNATURE:</b>	/Kevin T. Grzelak/		
<b>DATE SIGNED:</b>	07/30/2014		
<b>Total Attachments: 1</b>			

OP \$140.00 4316212



**ASSIGNMENT**

WHEREAS, **SCHWABE NORTH AMERICA, INCORPORATED**, a Wisconsin corporation, 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>
4,316,212	<b>ALIVE! (STYLIZED)</b>	April 9, 2013
4,295,769	<b>ALIVE! ULTRA-SHAKE</b>	February 26, 2013
4,316,214	<b>ALIVE</b>	April 9, 2013
3,804,967	<b>PREMIER ALIVE</b>	June 15, 2010
3,924,473	<b>ALIVE!</b>	March 1, 2011

WHEREAS, **NATURE'S WAY PRODUCTS, LLC**, a Wisconsin limited liability company, having offices at **825 Challenger Drive, Green Bay, Wisconsin 54311**, is desirous of acquiring said trademarks and the associated registrations thereon.

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

Signed in **Green Bay, Wisconsin** on this 11<sup>th</sup> day of

July, 2014.

**SCHWABE NORTH AMERICA, INCORPORATED**

By

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Signature

Printed Name: **Chad Wiegand**

Corporate Title: **Senior Vice President, General Counsel and Secretary**