

900385591 11/22/2016

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM406321

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|---|-------------------------------------|--|------------------------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| SCHWABE NORTH AMERICA, INC. | | 11/22/2016 | Corporation: MICHIGAN Wisconsin |
| RECEIVING PARTY DATA | | | |
| Name: | NATURE'S WAY PRODUCTS, LLC | | |
| Street Address: | 825 CHALLENGER DRIVE | | |
| City: | GREEN BAY | | |
| State/Country: | WISCONSIN | | |
| Postal Code: | 54311 | | |
| Entity Type: | Limited Liability Company: MICHIGAN | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5064538 | ALIVE! | |
| Fax Number: | 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> | | | |
| Phone: | 616.949.9610 | | |
| Email: | PTOMAIL@PRICEHENEVELD.COM | | |
| Correspondent Name: | PRICE HENEVELD LLP | | |
| Address Line 1: | 695 KENMOOR SE | | |
| Address Line 2: | PO BOX 2567 | | |
| Address Line 4: | GRAND RAPIDS, MICHIGAN 49501 | | |
| ATTORNEY DOCKET NUMBER: | SCH054 T316A | | |
| NAME OF SUBMITTER: | Aaron J. Wong | | |
| SIGNATURE: | /Aaron J. Wong/ | | |
| DATE SIGNED: | 11/22/2016 | | |
| Total Attachments: 1 source=1BH0791#page1.tif | | | |

OP \$40.00 5064538

ASSIGNMENT

WHEREAS, SCHWABE NORTH AMERICA, INCORPORATED, a Wisconsin corporation, having offices at 825 Challenger Drive, Green Bay, Wisconsin 54311, is the owner of the United States Trademark Registration No. 5,064,538, for the mark ALIVE!; and

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 trademark.

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 22nd day of

November, 2016.

SCHWABE NORTH AMERICA, INCORPORATED

By

Ben Smyth / mmk
Signature

Printed Name: Ben Smyth

Corporate Title: Corporate Counsel