

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM415560

<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>
Vitacost.com, Inc.		01/31/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pharmavite LLC		
<b>Street Address:</b>	P.O. Box 9606		
<b>City:</b>	Mission Hills		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91346-9606		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2257056	ULTRABSORB TECHNOLOGY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3108205988		
<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>	310-207-3800		
<b>Email:</b>	TM@bstz.com		
<b>Correspondent Name:</b>	Blakely Sokoloff Taylor Zafman LLP		
<b>Address Line 1:</b>	12400 Wilshire Blvd., 7th Floor		
<b>Address Line 2:</b>	Attn: Peter B. Bromaghim		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90025		
<b>NAME OF SUBMITTER:</b>	Peter Bromaghim		
<b>SIGNATURE:</b>	/PeteBromaghim/		
<b>DATE SIGNED:</b>	02/09/2017		
<b>Total Attachments: 1</b>			
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CH \$40.00 2257056

EXHIBIT A - TRADEMARK ASSIGNMENT

WHEREAS, Vitacost.com, Inc. ("Assignor"), a Delaware corporation with a principal address at 5400 Broken Sound Blvd N.W. Suite 500 Boca Raton, FL 33487, is the record title owner of U.S. Trademark Registration No. 2,257,056 for the mark ULTRABSORB TECHNOLOGY for the goods "Dietary supplements; and vitamins, minerals, herbs, herbal extracts and herbal combinations, all for use as dietary supplements."

AND, WHEREAS, Pharmavite LLC, a California limited liability company with a principal address at P.O. Box 9606 Mission Hills, CA 91346 (hereinafter "Assignee"), desires to acquire rights to the ULTRABSORB TECHNOLOGY trademark of Assignor and the above-identified U.S. Trademark Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the above-identified mark(s) and the registration(s) thereof, together with the entire good will of the business symbolized by such mark (or the portion of the business to which the mark pertains, including all right to bring actions for infringement in its own name and to solely receive and collect all damages and settlements for any such infringement which occurred before and/or after this Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the 31 day of JANUARY, 2018.

VITACOST.COM, INC.

  
Name: CHRISTINE S. WHEATLEY  
Title: VICE PRESIDENT AND SECRETARY