

02-04-2004



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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): JBN Enterprises, Inc. 2.2.04
Individual(s) Association
General Partnership Limited Partnership
Corporation-State
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: NRS - Nutrition Resource Services, Inc.
Internal Address: Suite 140
Street Address: 3864 Courtney Street
City: Bethlehem State: PA Zip: 18017
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Pennsylvania
Other
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other
Execution Date: 12/31/2003

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 1530316; 1757451; 2266798; 2300022
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: SANFORD J. PILTCH, ESQ.
Internal Address: Suite 201
Street Address: 1132 HAMILTON STREET
City: ALLENTOWN State: PA Zip: 18101-1024

6. Total number of applications and registrations involved: 4
7. Total fee (37 CFR 3.41): \$ 115.00
Enclosed
Authorized to be charged to deposit account
8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.
SANFORD J. PILTCH, ESQ.
Name of Person Signing
Signature
JANUARY 27 2004
Date
Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

02/03/2004 ECDOPER 00000116 1530316

01 FD:8521
02 FD:8522

40.00 DP
75.00 DP

TRADEMARK REEL: 002908 FRAME: 0336

**ASSIGNMENT**

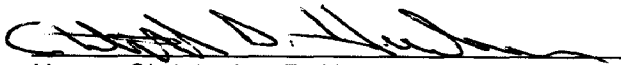
**THIS ASSIGNMENT**, having an effective date of the 1<sup>st</sup> day of **March 2002**, by and between **JBN ENTERPRISES, INC.**, a Pennsylvania corporation, having a principal place of business at 3864 Courtney Street, Suite 140, Bethlehem, Pennsylvania 18017, (hereinafter referred to as "**ASSIGNOR**") and **NRS – NUTRITION RESOURCE SERVICES, INC.**, a Pennsylvania corporation, having a principal place of business at 3864 Courtney Street, Suite 140, Bethlehem, Pennsylvania 18017 (hereinafter referred to as "**ASSIGNEE**").

**WHEREAS, ASSIGNOR** has adopted and used the trade names and trademarks as listed in the attached SCHEDULE OF TRADEMARKS; and,

**WHEREAS, ASSIGNEE**, is desirous of acquiring and owning said trade names, trademarks and the U.S. Trademark Registrations received therefor, and the good will associated therewith.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said **ASSIGNOR** does assign unto the said **ASSIGNEE** all right, title, interest and claim in and to said trademarks, together with the good will of the business symbolized by the trademarks and associated therewith, and the Registrations of said marks, and any related legal and/or equitable claims appurtenant thereto.

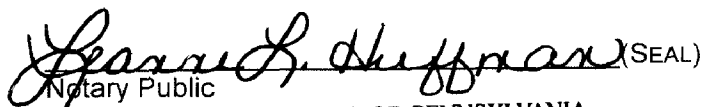
**JBN ENTERPRISES, INC.**

BY:   
NAME: Christopher D. Hunsicker  
TITLE: Vice-President

State of Pennsylvania            )  
                                                  ) ss:  
County of Lehigh                )

Before me, the Subscriber, a Notary Public, for the State of Pennsylvania, County of Lehigh, personally appeared **Christopher D. Hunsicker** the person who signed this instrument on behalf of **JBN Enterprises, Inc.**, who was authorized to sign this instrument on behalf of said Corporation, and who acknowledged that he signed this instrument as a free act and deed.

Witness my hand and notarial seal this 31<sup>st</sup> day of December 2003.

 (SEAL)  
Notary Public

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Leanne L. Huffman, Notary Public  
City of Allentown, Lehigh County  
My Commission Expires Sept. 12, 2006

## SCHEDULE OF TRADEMARKS

1. **U. S. TRADEMARK REGISTRATION 1,530,316**

MARK: **JBN just be natural**  
CLASS: 42  
SERVICES: Retail store services for bulk foods, health foods and vitamins  
APPLICANT: Laneco, Inc., a Pennsylvania corporation  
SERIAL NO.: 73/742,368  
FILING DATE: July 26, 1988  
REGISTRATION NO.: 1,530,316  
REGISTERED: March 14, 1989 (20 Year Term)  
REGISTRANT: **Laneco, Inc.** (Merger/Name Change to SUPERVALU Operations, Inc., a Rhode Island corporation, February 28, 1994)  
ASSIGNMENT: TM Reel 1348, Frames: 0057-0058 – March 14, 1995  
ASSIGNEE: **JBN Enterprises, Inc.**, a Pennsylvania corporation

2. **U.S. TRADEMARK REGISTRATION 1,757,451**

MARK: **B-O-G-O**  
CLASS: 42  
SERVICES: Mail order services for the sale of vitamins, nutritional supplements, bulk foods, drinks, cosmetics, digestive aids, herbal formulas, snack bars, fitness accessories and clothing  
APPLICANT: JBN Enterprises, Inc., a Pennsylvania corporation  
SERIAL NO.: 74/290,237  
FILING DATE: July 1, 1992  
REGISTRATION NO.: 1,757,451  
REGISTERED: March 9, 1993 (10 Year Term)  
REGISTRANT: **JBN Enterprises, Inc.**, a Pennsylvania corporation

3. **U.S. TRADEMARK REGISTRATION 2,266,798**

MARK: **JBN BEYOND PUMPED & Design**  
CLASS: 5  
GOODS: Nutritional supplements  
APPLICANT: JBN Enterprises, Inc., a Pennsylvania corporation  
SERIAL NO.: 75/471,065  
FILING DATE: April 2, 1998  
REGISTRATION NO.: 2,266,798  
REGISTERED: August 3, 1999 (10 Year Term)  
REGISTRANT: **JBN Enterprises, Inc.**, a Pennsylvania corporation

4. **U.S. TRADEMARK REGISTRATION 2,300,022**

MARK: **BEYOND PUMPED**  
CLASS: 5  
GOODS: Nutritional supplements  
APPLICANT: JBN Enterprises, Inc., a Pennsylvania corporation  
SERIAL NO.: 75/595,910  
FILING DATE: November 23, 1998  
REGISTRATION NO.: 2,300,022  
REGISTERED: December 14, 1999 (10 Year Term)  
REGISTRANT: **JBN Enterprises, Inc.**, a Pennsylvania corporation