

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
USANA, Inc.		09/28/2004	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BC International Cosmetics & Image Services, Inc.		
<b>Street Address:</b>	14901 South Orange Blossom Trail		
<b>City:</b>	Orlando		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32837		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	75860660	BEAUTINUTRIENTS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-813-5900		
<b>Email:</b>	dsullivan@frosszelnick.com		
<b>Correspondent Name:</b>	Susan Upton Douglass		
<b>Address Line 1:</b>	866 United Nations Plaza		
<b>Address Line 2:</b>	6th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	BCI - 0424524		
<b>NAME OF SUBMITTER:</b>	Diana Sullivan		
<b>Total Attachments: 2</b>			
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WHEN RECORDED RETURN TO:

FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 United Nations Plaza  
First Avenue & 48th Street  
New York, New York 10017  
Attn.: Robert A. Becker

### ASSIGNMENT

WHEREAS, USANA, Inc., with principal place of business at 3838 West Parkway Boulevard, Salt Lake City, Utah 84120-6336 (hereinafter referred to as "Assignor") has adopted, used, and is using, and is the owner of all right, title, and interest in and to the trademark BEAUTINUTRIENTS (hereinafter referred to as the "mark"), which was filed in the United States Patent and Trademark Office as Serial No. 75/860,660 on November 30, 1999;

WHEREAS, BC International Cosmetics & Image Services, Inc., a corporation of the State of Delaware, having a place of business at 14901 South Orange Blossom Trail, Orlando, Florida 32837 (hereinafter referred to as "Assignee") is desirous of acquiring the entire right, title, and interest in and to the mark and the registration thereof; and

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title, and interest in and to the mark and the above-identified application therefor, together with the goodwill of the business symbolized by and associated with the mark, effective on the date set forth below.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to issue any and all certificates of registration of the mark to the Assignee as

the owner of the entire interest, for the sole use and behoof of the said Assignee, its successors, assigns and legal representatives.

This Assignment shall be binding upon Assignor and its heirs, legal representatives, predecessors, successors and assigns, parents, subsidiaries, affiliated and related corporations, and legal representatives.

DATED: September 28, 2004

USANA, Inc.

By: \_\_\_\_\_

Name: Gilbert N. Fuller

Title: sr. VP and CFO

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