

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Edward & Sons Trading Company, Inc.		03/14/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Jarrow Formulas, Inc.		
Street Address:	1824 South Robertson Blvd.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90035-4317		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2523471	KID BEAR	
CORRESPONDENCE DATA			
Fax Number:	(860)724-3397		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	860-275-6700		
Email:	mgiarratana@mccarter.com		
Correspondent Name:	Mark D. Giarratana, Esq.		
Address Line 1:	185 Asylum Street		
Address Line 2:	CityPlace I		
Address Line 4:	Hartford, CONNECTICUT 06103-3495		
ATTORNEY DOCKET NUMBER:	97728.00217		
NAME OF SUBMITTER:	Mark D. Giarratana, Esq.		
Signature:	/mark d giarratana/		

CH \$40.00 2523471

Date:

03/15/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This ASSIGNMENT, made as of this 14 day of March 2006, by and between EDWARD & SONS TRADING COMPANY, INC., a California corporation having a place of business at 4420 Via Real, Suite C, Carpinteria, CA 93013 (hereinafter "Assignor") and JARROW FORMULAS, INC., a California corporation having a place of business at 1824 South Robertson Boulevard, Los Angeles, California 90035-4317 (hereinafter "Assignee").

WITNESSETH

WHEREAS, Assignor is the owner of the entire right, title, and interest in and to the KID BEAR mark for nutritional and dietary supplements, and of the following United States Trademark Registration herefor (hereinafter, "Trademark"):

<u>Registration No.</u>	<u>Trademark</u>
2,523,471	KID BEAR

WHEREAS, Assignor represents and warrants that the Trademark is valid and subsisting and not abandoned;

WHEREAS, Assignee is desirous of acquiring the entire right, title, and interest to the Trademark, together with the business symbolized by the Trademark, including any and all common law rights thereto, the associate goodwill, and the right to bring suit for past infringement and seek damages and profits therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, all rights,

