

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
Vitacost Holdings, Inc.		02/26/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Drew Pinsky, Inc.		
Street Address:	2050 Huntington Dr., Suite D		
City:	South Pasadena		
State/Country:	CALIFORNIA		
Postal Code:	91030		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2612304	DRDREW.COM	
CORRESPONDENCE DATA			
Fax Number:	(310)550-7191		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 860-3327		
Email:	dstanley@wwllp.com		
Correspondent Name:	David G. Stanley, Esq.		
Address Line 1:	9665 Wilshire Boulevard, Ninth Floor		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
NAME OF SUBMITTER:	David G. Stanley, Esq.		
Signature:	/David Stanley/		
Date:	02/27/2009		
Total Attachments: 1 source=Assignment - Final#page1.tif			

OP \$40.00 2612304

EXHIBIT B

ASSIGNMENT

WHEREAS, Vitacost Holdings, Inc., a Delaware corporation, with its principal place of business at 2300 Wilson Boulevard, Suite 600, Arlington, VA 22201 ("Assignor"), has adopted the mark which is registered in the United States Patent and Trademark Office, Registration No. 2,612,304; and

WHEREAS, Drew Pinsky, Inc., a California corporation, with its principal place of business at 2050 Huntington Dr., Suite D, South Pasadena, CA 91030 ("Assignee"), desires to acquire the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof.

Dated: February 26, 2008

VITACOST HOLDINGS, INC.

By: 

Name: Alex Baldwin

Title: Secretary