

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
FL Dauern Research, Inc.		03/06/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	Vitonomy, LLC		
Street Address:	4950 S. 48th Street		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85040		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85308506	VITONOMY	
Serial Number:	85254946	DELIVERING GOOD HEALTH TO THE WORLD	
Serial Number:	85251592	THE HEALTHIEST PLACE ON EARTH!	
CORRESPONDENCE DATA			
Fax Number:	(602)333-4759		
Phone:	602-333-4821		
Email:	trademarkadmin@freelife.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Christopher A. Reid		
Address Line 1:	4950 S. 48th Street		
Address Line 4:	Phoenix, ARIZONA 85040		
NAME OF SUBMITTER:	Christopher A. Reid		
Signature:	/Christopher A. Reid/		

OP \$90.00 85308506

Date:

03/08/2012

Total Attachments: 3

source=VITONOMY Assignments from FL Dauern to VITONOMY#page1.tif

source=VITONOMY Assignments from FL Dauern to VITONOMY#page2.tif

source=VITONOMY Assignments from FL Dauern to VITONOMY#page3.tif

INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT ("**IP Assignment**"), dated as of March 6, 2012, is made by FL Dauern Research, Inc. ("**Assignor**") in favor of Vitonomy, LLC ("**Assignee**"), the assignee of certain assets of Assignor.

Assignor conveys, transfers and assigns to Assignee, certain intellectual property of Assignor, and has agreed to execute and deliver this IP Assignment, for recording with national, federal and state government authorities including registered trademarks at the US Patent and Trademark Office.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor agrees as follows:

1. **Assignment.** Assignor hereby conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the following (the "**IP Assets**"):
 - (a) the trademark registrations and applications set forth in Schedule 1 hereto, together with the goodwill symbolized thereby and all issuances, extensions and renewals thereof (the "**Trademarks**"); provided that, with respect to only United States intent-to-use trademark applications and solely to the extent and during the period that the assignment thereof would impair, under applicable federal law, the registrability of such applications or the validity or enforceability of registrations issuing from such applications, the transfer of such applications hereunder shall not be effective until after such period has expired;
 - (b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;
 - (c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and
 - (d) any and all claims, with respect to any of the foregoing, for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. **Recordation.** Assignor authorizes the Commissioner for Trademarks and any other national, federal and state government officials to record and register this IP Assignment upon request by Assignee.

3. **Counterparts.** This IP Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this IP Assignment delivered by facsimile, email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this IP Assignment.

4. **Governing Law.** This IP Assignment shall be governed by the laws of the State of Arizona. IN WITNESS WHEREOF, Assignor has duly executed and delivered this IP Assignment as of the date first above written.

FL DAUERN RESEARCH, INC.

By 

Name: Luke Taffuri

Title: Assistant Secretary

Address for Notices: 4950 S. 48th Street, Phoenix, AZ 85040

AGREED TO AND ACCEPTED:

VITONOMY, LLC

By 

Name: Kevin Fournier

Title: Secretary

Address for Notices: 4950 S. 48th Street, Phoenix, AZ 85040

SCHEDULES

Schedule 1 – Trademarks

SCHEDULE 1
Trademarks

COUNTRY	TRADMARK	REGISTRATION NO.	STATUS
United States	VITONOMY	85308506	Pending
Canada	VITONOMY	1537689	Pending
United States	DELIVERING GOOD HEALTH TO THE WORLD	85254946	Pending
United States	THE HEALTHIEST PLACE ON EARTH!	85251592	Pending