

**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
Graham & Buffet, Ltd.		06/02/2006	LIMITED PARTNERSHIP: TEXAS

**RECEIVING PARTY DATA**

Name:	Youngevity, Inc.
Street Address:	2400 Boswell Road
City:	Chula Vista
State/Country:	CALIFORNIA
Postal Code:	91914
Entity Type:	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	1881150	YOUNGEVITY
Registration Number:	2215026	YOUNGEVITY
Registration Number:	2368481	YOUNGEVITY
Registration Number:	3044040	YOUNGEVITY MINERAL ESSENCE
Registration Number:	2341512	FAT SNATCHER
Registration Number:	2367283	FRUITS & VEGETABLES
Registration Number:	1990224	LIVING YOUNGER LONGER
Registration Number:	2307271	TURN BACK "THE HANDS OF TIME"

**CORRESPONDENCE DATA**

Fax Number: (619)872-0769  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (619) 498-3886  
 Email: ned@lawyer.com  
 Correspondent Name: Ned Ardagna, Esq.

OP \$215.00 1881150

Address Line 1: 571 Third Avenue  
Address Line 4: Chula Vista, CALIFORNIA 91910

NAME OF SUBMITTER:

Ned Ardagna

Signature:

/Ned Ardagna/

Date:

09/26/2006

Total Attachments: 3  
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**ASSIGNMENT**

**WHEREAS**, Graham & Buffett Ltd., a Texas limited partnership (hereinafter referred to as "Assignor") has adopted and used the trademarks FAT SNATCHER, FRUITS & VEGETABLES, LIVING YOUNGER LONGER, TURN BACK "THE HANDS OF TIME", YOUNGEVITY, and YOUNGEVITY MINERAL ESSENCE (all of which are hereafter referred to as the "Trademarks"); and,

**WHEREAS**, Assignor has obtained trademark registrations for the Trademarks in the United States and elsewhere, which registrations are as follows:

<b>Trademark</b>	<b>Country</b>	<b>Registration No.</b>	<b>Date Registered</b>
FAT SNATCHER	United States	2,341,512	04/11/2000
FRUITS & VEGETABLES	United States	2,367,283	07/11/2000
LIVING YOUNGER LONGER	United States	1,990,224	07/30/1996
TURN BACK "THE HANDS OF TIME"	United States	2,307,271	01/11/2000
YOUNGEVITY	United States	1,881,150	02/28/1995
YOUNGEVITY	United States	2,215,026	12/29/1998
YOUNGEVITY	United States	2,368,481	07/18/2000
YOUNGEVITY MINERAL ESSENCE	United States	3,044,040	01/17/2006
YOUNGEVITY	Canada	TMA454,865	03/01/1996
YOUNGEVITY	European Community	0011322288	09/21/1999
YOUNGEVITY	Japan	3208290	10/31/1996

**TRADEMARK****REEL: 003397 FRAME: 0064**

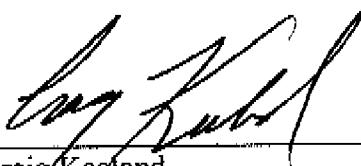
YOUNGEVITY	Mexico	463981	03/14/1994
YOUNGEVITY	South Korea	316222	06/26/1995

**WHEREAS**, Youngevity, Inc., a California corporation with its principal place of business at 2400 Boswell Road, Chula Vista, California 91914 (hereinafter referred to as "Assignee"), is desirous of acquiring all right, title and interest in and to the Trademarks, together with the goodwill symbolized and associated with the Trademarks, and all registrations of the Trademarks.

**NOW, THEREFORE**, for and in consideration of Ten Dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, effective as of the date written below, Assignor has sold, assigned, transferred and conveyed, and does hereby sell, assign, transfer and convey, to Assignee the entire right, title and interest in and to the Trademarks, the goodwill symbolized by and associated with the Trademarks, and all registrations of the Trademarks, together with all claims, rights of action and causes of action for infringement of the Trademarks, including the right to recover for past infringement thereof.

**IN TESTIMONY WHEREOF**, this Assignment has been executed on the date set forth below.

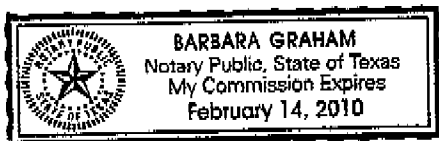
GRAHAM & BUFFET, LTD.

By   
Craig Keeland  
President of General Partner, Dallas  
Morgan, Inc.

STATE OF TEXAS }  
 } ss.  
County of Dallas }

Before me, the undersigned authority, on this day personally appeared Craig Keeland, President of Dallas Morgan, Inc., the General Partner of Graham & Buffett, Ltd., known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for the purposes and consideration therein expressed, and in the capacity therein stated.

Given under my hand and seal of office, this 2 day of June, 2006.



*Barbara Graham*  
Notary Public in and for the  
State of Texas

My commission expires: 2/14/10