

**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>                  |
| Equine Research Associates, Ltd. |  | 11/21/2008            | LIMITED LIABILITY COMPANY: COLORADO |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                                     |
| <b>Name:</b>                     | Novus Nutrition Brands, LLC  |                       |                                     |
| <b>Street Address:</b>           | 20 Research Park Dr.   |                       |                                     |
| <b>City:</b>                     | St. Charles  |                       |                                     |
| <b>State/Country:</b>            | MISSOURI   |                       |                                     |
| <b>Postal Code:</b>              | 63304  |                       |                                     |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: DELAWARE  |                       |                                     |
| <b>PROPERTY NUMBERS Total: 4</b> |  |                       |                                     |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                                     |
| Registration Number:             | 3288109  | GST                   |                                     |
| Registration Number:             | 3302175  | ASSURE PLUS           |                                     |
| Registration Number:             | 3307080  | ASSURE SYSTEM         |                                     |
| Registration Number:             | 3306934  | ASSURE                |                                     |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                                     |
| <b>Fax Number:</b>               | (314)576-4250  |                       |                                     |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                                     |
| <b>Email:</b>                    | jennifer.wagner@novusint.com   |                       |                                     |
| <b>Correspondent Name:</b>       | Jennifer L. Wagner   |                       |                                     |
| <b>Address Line 1:</b>           | 20 Research Park Dr.   |                       |                                     |
| <b>Address Line 4:</b>           | St. Charles, MISSOURI 63304  |                       |                                     |
| <b>NAME OF SUBMITTER:</b>        | Jennifer L. Wagner   |                       |                                     |
| <b>Signature:</b>                | /Jennifer L. Wagner/   |                       |                                     |

OP \$115.00 3288109

Date:

11/25/2008

**Total Attachments: 5**

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## ASSIGNMENT

1. WHEREAS, Equine Research Associates, Ltd., a Colorado limited liability company, with offices at 3021 West County Road 64, Fort Collins, Colorado 80524 ("Assignor"), has adopted and used in its business certain trademarks and domain names; and

2. WHEREAS, Assignor has certain trademarks, trademark applications, registrations, expired registrations and domain names throughout the world relating to one of said trademarks, including but not necessarily limited to those listed in the attached Appendix A; and

3. WHEREAS, Novus Nutrition Brands, LLC, a Delaware limited liability company, with offices at 20 Research Park Drive, St. Charles, Missouri 63304 ("Assignee"), is desirous of acquiring the entire right, title and interest of Assignor in said trademarks, applications, registrations, domain names, and any rights remaining in unexpired registrations, together with the good will of the business in connection with which said trademarks and domain names are used; and

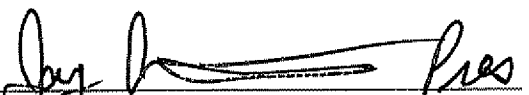
4. NOW THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest throughout the world in and to said trademarks, trademark applications, trademark registrations, domain names and any rights remaining in expired trademark registrations and domain names, whether or not listed on Appendix A, together with the good will of the business in connection with which said trademarks and domain names are used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademarks and domain names. Assignor and Assignee agree to execute such further documents as may be reasonably necessary and appropriate to effect recorded transfer of title to such trademarks and domain names; and

5. TO BY HELD AND ENJOYED BY Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

[SIGNATURE PAGE TO FOLLOW]

ASSIGNOR

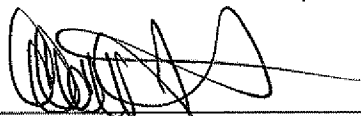
**EQUINE RESEARCH ASSOCIATES, LTD.**

By:  Pres.  
Jay Altman  
President

Date: 11/20/08

ASSIGNEE

**NOVUS NUTRITION BRANDS, LLC**

By:   
Alice V. Sterkel  
Assistant secretary

Date: 11/25/08

State of COLORADO

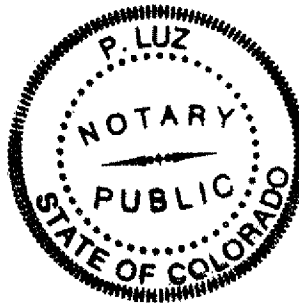
County of La Bimer (ss)

On this 21<sup>st</sup> day of NOVEMBER in the year 2008, before me, the undersigned Notary Public, personally appeared Jay Altman, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

P. Luz  
Notary Public

My Commission Expires:

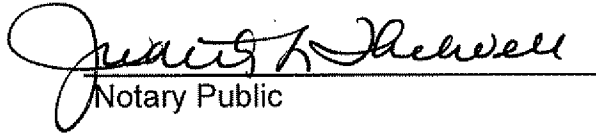
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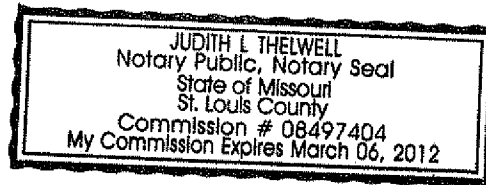
State of Missouri

County of St. Charles (ss)

On this 25 day of November in the year 2008, before me, the undersigned Notary Public, personally appeared Alice V. Sterkel, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that he/she/they executed the same for the purposes therein contained. In witness whereof, I hereunto set my hand and official seal.

  
Notary Public

My Commission Expires:  
March 6, 2012



## APPENDIX A

### A. UNITED STATES TRADEMARK REGISTRATIONS

| <u>Reg. No.</u> | <u>Reg. Date</u> | <u>Trademark</u> |
|-----------------|------------------|------------------|
| 3,288,109       | 9/4/2007         | GST              |
| 3,302,175       | 10/2/2007        | ASSURE PLUS      |
| 3,307,080       | 10/9/2007        | ASSURE SYSTEM    |
| 3,306,934       | 10/9/2007        | ASSURE           |

### B. WORLDWIDE TRADEMARK DOMAIN NAMES

1. The-Assure-System.com
2. Assure-System.com
3. Assure-Plus.Com
4. EquineColic.org
5. HorseColic.org
6. ColicEquine.com
7. ColicHorse.com

### C. UNREGISTERED TRADEMARKS

ASSURE Guard  
ASSURE Hoof  
ASSURE Rx