

09-20-2002



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To the Public

ORDINATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

s and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Fine Fragrances & Cosmetics Ltd.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other U.K. limited liability company

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: August 16, 2002

2. Name and address of receiving party(ies)

Name: Avalon Natural Products, Inc.

Internal
Address: Suite 200

Street Address: 1105 Industrial Avenue

City: Petaluma State: CA Zip: 94952

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State California
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,252,630

Additional number(s) attached ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Gregory N. Owen, Esq.

Internal Address:

Street Address: 455 Market Street

Suite 1910

City: San Francisco State: CA Zip: 94105

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number:

N/A

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Gregory N. Owen, Esq.

Name of Person Signing

Signature

Date

9-13-02

Total number of pages including cover sheet, attachments, and document:

3

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
 Washington, D.C. 20231

09/19/2002 DBYRME

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TRADEMARK

REEL: 002585 FRAME: 0251

ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS, Fine Fragrances & Cosmetics Ltd, a U.K. limited liability company with a principal place of business at 74 Oldfield Road, Hampton, Middlesex, England TW12 2HR ("Assignor"), owns the rights in the United States ("U.S.") for the following mark which is registered in the U.S. Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
BEAUTY WITHOUT CRUELTY	1,252,630	10/4/1983

WHEREAS, Avalon Natural Products, Inc., a California corporation having a principal place of business at 1105 Industrial Avenue, Suite 200, Petaluma, CA 94952 ("Assignee"), is desirous of acquiring the U.S. rights in said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, all right, title and interest in and to the said mark in the U.S., together with the goodwill of the

business symbolized by the mark in the U.S. and the above identified U.S. registration thereof.

FINE FRAGRANCES & COSMETICS LTD

Date 16/8/02

By: [Signature]

Name: GRAHAM LYNCH-STAUNTON

Title: MANAGING DIRECTOR

Dated effective as of: _____

SUBSCRIBED and SWORN to before me

this 16th day of AUGUST, 2002.

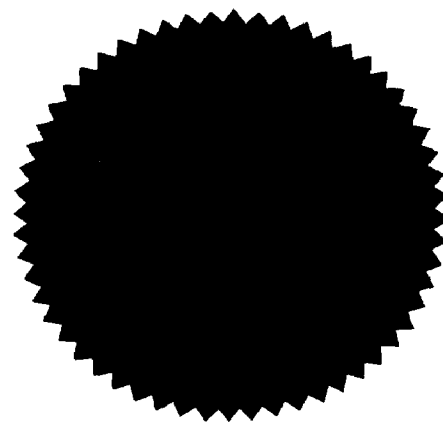
[Signature]

Notary Public

"My faculty endures for so

My Commission Expires: long as I shall practice"

PETER J. MUNDAY
Notary Public
Green House,
Church Road
Claydon
ESSEX, Essex
England, KT10 0LP
Tel: 01373 608000
Fax: 01373 603182
E-Mail: peter@pjmunday.co.uk



[Signature]