

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
Innersense, Inc.		05/05/2005	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Innersense Organic Beauty, LLC		
Street Address:	1625 North Broadway		
City:	Walnut Creek		
State/Country:	CALIFORNIA		
Postal Code:	94596		
Entity Type:	Limited Liability Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	78160332	INNERSENSE	
Serial Number:	78539799	TRUST YOUR INNERSENSE	
Serial Number:	78539808	RITUALS FOR ORGANIC BEAUTY	
Serial Number:	78539851	THE ESSENCE OF PURE ORGANIC BEAUTY	
Registration Number:	2415441	INNER SCENTS	
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-207-3800		
Email:	Lori_Stockton_Kozak@bstz.com		
Correspondent Name:	Lori Stockton Kozak		
Address Line 1:	12400 Wilshire Boulevard, Seventh Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
NAME OF SUBMITTER:	Lori Stockton Kozak		

CH \$140.00 78160332

Signature:

/Lori Stockton Kozak/

Date:

05/05/2005

Total Attachments: 3

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Assignment of Trademarks

WHEREAS, Innersense, Inc., a Georgia corporation with an address of 1061 Parkland Run, Smyrna, Georgia 30082, (hereinafter "Assignor"), is the sole and exclusive owner of the trademarks and applications for registration thereof set forth in the attached Schedule A (hereinafter "Trademarks"); and

WHEREAS, Innersense Organic Beauty, L.I.C, a California limited liability corporation with an address of 1625 North Broadway, Walnut Creek, California 94596 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in, to and under the said Trademarks, applications and the goodwill of the business symbolized by the marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby sell, transfer, convey and assign to the Assignee the entire right, title and interest in, to and under said Trademarks and applications, together with the goodwill of the business symbolized by the Trademarks, and all rights and privileges granted and secured thereby, including the right to sue and recover for all past infringements.

Date: _____

9/5/06

INNERSENSE, INC.

By: _____

Name: Greg Starkman

Title: President

Schedule A

Mark	Serial No./ Registration No.	Int'l Class	Status
INNERSENSE	78/160332	3	Pending
TRUST YOUR INNERSENSE	78/539799	3	Pending
RITUALS FOR ORGANIC BEAUTY	78/539808	3	Pending
THE ESSENCE OF PURE ORGANIC BEAUTY	78/539851	3	Pending
INNER SCENTS	2,415,441	3	Registered