

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
Christine Valmy, Inc.		04/24/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	efoodsafety.com, Inc.		
Street Address:	7702 East Doubletree Ranch Road		
Internal Address:	Suite 300		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85258		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2257438	PUREFFECT	
CORRESPONDENCE DATA			
Fax Number:	(215)864-9227		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-864-8207		
Email:	bischoff@ballardspahr.com		
Correspondent Name:	Jamie B. Bischoff		
Address Line 1:	1735 Market Street		
Address Line 2:	51st Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-7599		
ATTORNEY DOCKET NUMBER:	074278		
NAME OF SUBMITTER:	Jamie B. Bischoff		
Signature:	/Jamie B. Bischoff/		

CH \$40.00 2257438

Date:

05/31/2006

Total Attachments: 1
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ASSIGNMENT

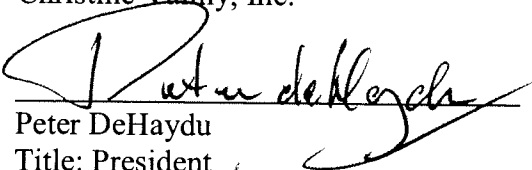
WHEREAS, Christine Valmy, Inc., a corporation duly organized under and existing by virtue of the laws of New York, located and doing business at 285 Change Bridge Road, Pine Brook, NEW JERSEY 07058, adopted and used the trademark PUREFFECT (the "Mark") in connection with "cosmetics and skincare products, namely, bath oil, bath gel, bubble bath, skin lightener, blusher, body lotion, conditioning skin soap and cream, cleansing soap, facial, body and skin masks for cleansing, moisturizing, opening pores and reducing wrinkles, body, skin and facial mask creams and lotions, cleansing cream, eye liner, eye concealer, eye shadow, eye gel, skin firming cream, foundation makeup, eye pencil, astringent, scented body and face spray containing herbs, hydrating lotion, hand cream, lip pencil, lip liner, lip gloss, lipstick, lip balm, moisturizing skin soap, mascara, pressed powder, skin cream, soothing cream, sun screen, shave cream, toning lotion, body powder, talcum powder, face powder," and is the owner of the U.S. Trademark Registration 2257438 (the "Registration") on the Principal Register of the U.S. Patent and Trademark Office for the foregoing products; and


WHEREAS, efoodsafety.com, Inc., a corporation duly organized under and existing by virtue of the laws of Nevada, located and doing business at 7702 East Doubletree Ranch Road, Suite 300, Scottsdale, Arizona 85258, is desirous of acquiring all of Christine Valmy, Inc.'s rights in the Mark and the Registration and the good will of the business symbolized by the Mark; and

WHEREAS, Christine Valmy wishes to sell the Mark, the Registration and all good will of the business symbolized by the Mark to efoodsafety.com, Inc.

NOW, THEREFORE, for Twenty Five Thousand Dollars (\$25,000), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Christine Valmy, Inc. does hereby assign, sell and transfer to the said efoodsafety.com, Inc. the entire right, title and interest of Christine Valmy, Inc. in and to the Mark, the Registration, and the good will of the business symbolized by the Mark.

Christine Valmy, Inc.


Peter DeHaydu
Title: President
Dated: 4/24/06


CARROL J. LISCINSKY
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 6/13/2007