

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
Joseph A. Meeks (Deceased)		09/18/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Mary Grossman Meeks		
Street Address:	325 North Joy, #102		
City:	Corona		
State/Country:	CALIFORNIA		
Postal Code:	91719		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3003839	THE NATURAL CHOICE OF PROFESSIONAL GROOMERS	
Registration Number:	3017392	SIMPLY PLUM	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	951-781-9231		
Email:	efiling@kmob.com		
Correspondent Name:	Linda H. Liu		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	NATSPEC.056T		
NAME OF SUBMITTER:	Linda H. Liu		
Signature:	/Linda H. Liu/		
Date:	10/20/2006		

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Total Attachments: 3

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ASSIGNMENT

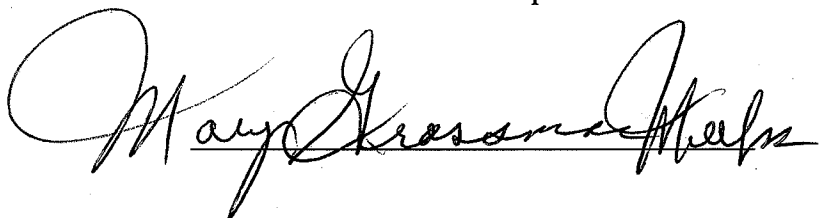
WHEREAS, Mary Grossman Meeks is the executrix and heir of Joseph A. Meeks (deceased) ("Assignor"), whose full post office address is 325 North Joy, #102, Corona, CA 91719, a joint owner of the trademarks and U.S. Trademark Registrations and Applications listed in Appendix A attached hereto (collectively referred to herein as "Trademarks");

AND WHEREAS, Mary Grossman Meeks ("Assignee"), whose full post office address is 325 North Joy, #102, Corona, CA 91719, is the heir of the Assignor and has acquired the Assignor's rights to the Trademarks;

NOW THEREFORE, said Assignor has, assigned and transferred to Assignee all right, title and interest of the said Assignor in and to the Trademarks, therefor, together with the goodwill attaching to the Trademarks, and the right to recover for past infringement of the Trademarks;

EXECUTED at the City of Corona, California, United States this 18th day
of SEPTEMBER, 2006.

Mary Grossman Meeks
Executrix and Heir of Joseph A. Meeks



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REEL: 003413 FRAME: 0307

APPENDIX A

<i>KMOB Reference Number</i>	<i>Application/Registration Number</i>	<i>Filing/Registration Date</i>	<i>Mark</i>
NATSPEC.002T	2,404,133	14-Nov-2000	FRESH & FANCY
NATSPEC.010T	2,495,631	09-Oct-2001	AUTUMN MIST
NATSPEC.011T	2,495,632	09-Oct-2001	ENCHANTED MIST
NATSPEC.015T	76/070,961	15-Jun-2000	COUNTRY COOKIN'
NATSPEC.016T	2,901,909	09-Nov-2004	MEDI-AID
NATSPEC.017T	2,756,668	26-Aug-2003	MAXI-MOIST
NATSPEC.018T	2,825,502	23-Mar-2004	"DIVINE SHINE"
NATSPEC.020T	2,747,795	05-Aug-2003	MEDI-TAR
NATSPEC.021T	2,596,259	16-Jul-2002	OAT-BATH
NATSPEC.022T	76/070,938	15-Jun-2000	YARD DOG
NATSPEC.023T	76/070,651	15-Jun-2000	SMELL-N-FRESH
NATSPEC.026T	2,830,327	06-Apr-2004	SUN- TAMER
NATSPEC.027T	2,693,809	04-Mar-2003	SUN-GUARD
NATSPEC.036T	75/171,363	23-Sep-1996	SUPER "REMEDY"
NATSPEC.037T	75/171,359	23-Sep-1996	SILKY SOFT STUFF
NATSPEC.038T	75/171,364	23-Sep-1996	TOTALLY NATURAL TREATMENTS
NATSPEC.039T	2,123,235	23-Dec-1997	DERMA TREAT
NATSPEC.040T	2,123,234	23-Dec-1997	CITRU-MELA PLUS
NATSPEC.041T	2,093,196	02-Sep-1997	MISCELLANEOUS DESIGN
NATSPEC.042T	2,093,197	02-Sep-1997	NATURE'S SPECIALTIES
NATSPEC.043T	2,091,309	26-Aug-1997	WONDER SPRAY
NATSPEC.044T	2,091,310	26-Aug-1997	QUICKER SLICKER
NATSPEC.045T	2,091,311	26-Aug-1997	DERMA-DYNE
NATSPEC.046T	75/171,365	23-Sep-1996	NATURE'S RELIEF

NATSPEC.049T	78/372,361	23-Feb-2004	AZZ WIPE
NATSPEC.050T	78/363,494	05-Feb-2004	LAV-N-DERM
NATSPEC.051T	78/363,495	05-Feb-2004	MYSTIC LAVENDER
NATSPEC.053T	3,003,839	04-Oct-2005	THE NATURAL CHOICE OF PROFESSIONAL GROOMERS
NATSPEC.055T	78/378,132	03-Mar-2004	AZZ WIPE
NATSPEC.056T	3,017,392	22-Nov-2005	SIMPLY PLUM
NATSPEC.057T	2,997,322	20-Sep-2005	FOO-FOO
NATSPEC.058T	2,991,977	06-Sep-2005	PET CARE CONCEPTS
NATSPEC.059T	2,962,675	14-Jun-2005	QUICK RELIEF
NATSPEC.060T	2,956,207	24-May-2005	KENNEL KLEAN
NATSPEC.061T	78/380,549	08-Mar-2004	ODOR TERMINATOR
NATSPEC.062T	78/380,551	08-Mar-2004	COUNTRY KITCHEN
NATSPEC.063T	3,031,485	20-Dec-2005	HYPO "ALOE" GENIC
NATSPEC.064T	78/382,825	11-Mar-2004	SPICY ORANGE
NATSPEC.065T	78/382,830	11-Mar-2004	ULTIMATE
NATSPEC.066T	3,007,386	18-Oct-2005	ORAL FRESH

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