

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|---------------------------|
| 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78382830 | ULTIMATE | |
| 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.065T | | |
| 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

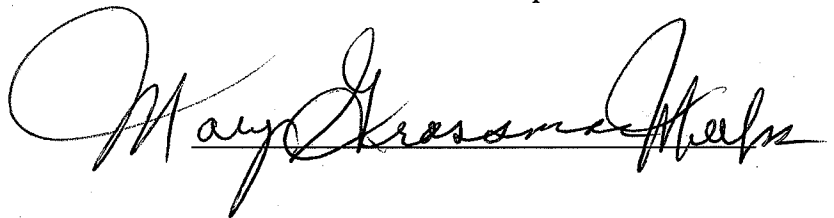
WHEREAS, Mary Grossman Meeks is the executrix and heir of Joseph A. Meeks (deceased) ("Assignor"), whose full post office address is 325 North Joy, #102, Corona, CA 91719, a joint owner of the trademarks and U.S. Trademark Registrations and Applications listed in Appendix A attached hereto (collectively 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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TRADEMARK
REEL: 003413 FRAME: 0399

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 |

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|--------------|------------|-------------|---|
| 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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