

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
B.P GOURMET, LTD.		07/20/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SMARTER LIVING, INC.		
<b>Street Address:</b>	1556 Ocean Avenue		
<b>Internal Address:</b>	Suite 17		
<b>City:</b>	Bohemia		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11716		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78535448	SMARTER LIVING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)259-2576		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212.408.2576		
<b>Email:</b>	doreen.costa@bakerbotts.com		
<b>Correspondent Name:</b>	Doreen L. Costa		
<b>Address Line 1:</b>	30 Rockefeller Plaza		
<b>Address Line 2:</b>	44th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10112-4498		
<b>ATTORNEY DOCKET NUMBER:</b>	072028.0110.03357		
<b>NAME OF SUBMITTER:</b>	Doreen L. Costa		
<b>Signature:</b>	/Doreen L. Costa/		

CH \$40.00 78535448

Date:

07/25/2007

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

WHEREAS, B.P GOURMET, LTD., a corporation organized and existing under the laws of the state of New York, having an address at 1556 Ocean Avenue, Suite 17, Bohemia, New York 11716 (hereafter "Assignor") is the owner of all right, title and interest in and the trademark and pending application listed on Schedule 1 hereto, together with the goodwill of the business associated therewith (hereafter the "Mark"); and

WHEREAS, SMARTER LIVING, INC., a corporation organized and existing under the laws of the state of New York, having an address at 1556 Ocean Avenue, Suite 17, Bohemia, New York 11716 (hereafter "Assignee") has acquired all of the assets of Assignor and desires to acquire all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, in the United States.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and set over to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Mark and the pending applications and registrations therefor, together with the goodwill of the business symbolized by the Mark;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Mark throughout the world, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

B.P GOURMET, LTD.

SMARTER LIVING, INC.

By: *Flourence Davis*  
Name: \_\_\_\_\_  
Title: *Pres.*  
Date: *7/20/07*

By: *Flourence Davis*  
Name: \_\_\_\_\_  
Title: *Pres.*  
Date: *7/20/07*

**SCHEDULE 1**

**MARK**

SMARTER LIVING

**APPLN. NO.**

78/535,448