

RECORDATION FORM COVER SHEET

TRADEMARKS ONLY

Our Ref: HH0634US (#90343)

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Brands Worldwide Pty Limited

- Individual(s)
- General Partnership
- Corporation- State: Australia
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) Australia

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 07/21/2008

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Brands Worldwide Holdings I.P. Pty Limited

Internal

Address: Tower 2, Level 14

Street Address: 101 Grafton Street

City: Bondi Junction, NSW

State:

Country: Australia Zip: 2022

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other

Citizenship _____
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3052987

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

NATRALIA

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: D. Peter Hochberg

Internal Address: _____

Street Address: 1940 East 6th Street - 6th Floor

City: Cleveland

State: OH Zip: 44114

Phone Number: (216) 771-3800

Fax Number: (216) 771-3804

Email Address: dphdocket@aol.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers 2001
Expiration Date 05/2012

b. Deposit Account Number _____
Authorized User Name D. Peter Hochberg

9. Signature:

Signature

D. Peter Hochberg

Name of Person Signing

July 29, 2008

Date

Total number of pages including cover sheet, attachments, and document: 4

Documents to be recorded (Including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

IG30066US00

ASSIGNMENT

THIS ASSIGNMENT made this 21st day of JULY 2008.

BETWEEN Brands Worldwide Pty Limited of 205 Victoria Street, Beaconsfield, NSW, 2015, Australia (hereinafter referred to as "the Assignor") of the first part;

AND Brands Worldwide Holdings I.P. Pty Limited of Tower 2, Level 14, 101 Grafton Street, Bondi Junction, NSW, 2022, Australia (hereinafter referred to as "the Assignee") of the other part.

WHEREAS the Assignor is the proprietor of the United States Trade Mark short particulars of which are set forth in the Schedule hereto (hereinafter referred to as "Trade Mark").

AND WHEREAS the Assignor has agreed with the Assignee for valuable consideration to assign and transfer to the Assignee its entire right, title and interest in the Trade Mark.

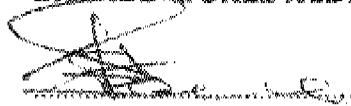
NOW THIS ASSIGNMENT WITNESSETH that in pursuance of the said agreement, the Assignor hereby assigns and transfers to the Assignee, all its property, right, title and interest in and to the Trade Mark together with the goodwill of the business symbolised by the Trade Mark and the registration thereof, and the right to sue for any past infringements.

EXECUTED as a Deed.

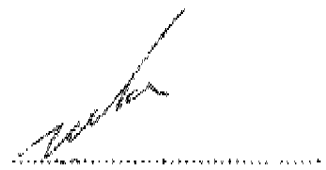
SIGNED SEALED and DELIVERED

for and on behalf of

BRANDS WORLDWIDE PTY LIMITED



Name:

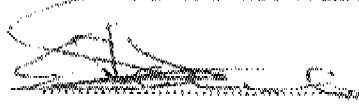


Witness

SIGNED SEALED and DELIVERED

for and on behalf of

BRANDS WORLDWIDE HOLDINGS I.P. PTY LIMITED



Name:



Witness

SCHEDULE

<u>TRADE MARK</u>	<u>UNITED STATES</u> <u>REGN. NO.</u>	<u>GOODS</u>
NATRALIA	3052987	Class: 5 Pharmaceutical preparations, namely, skin care products, namely homeopathic preparations and herbal preparations made from native Australian herbs and essential oils, namely, medicinal creams for skin care to remove blemishes, sun spots and anti-acne cream; medicated sun care preparation; anti-itch ointment; and foot care products, namely homeopathic preparations and herbal preparations made from native Australian herbs and essential oils, namely pharmaceutical preparations for the treatment of foot care fungus.