

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
Leonard Hardy		12/03/2008	INDIVIDUAL: CANADA
DrNatura.com, Inc.		12/03/2008	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	Alaven Consumer Healthcare, Inc.
Street Address:	2260 Northwest Parkway, Suite D
City:	Marietta
State/Country:	GEORGIA
Postal Code:	30067
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	2866862	COLONIX
Registration Number:	2965289	TOXINOUT
Registration Number:	2967037	COLONAIDE
Registration Number:	2970515	FLORA PROTECT
Registration Number:	2981080	PARADETOX
Registration Number:	2981081	SCIENCE DETOX
Registration Number:	2981082	PARANIL
Registration Number:	3028639	NITEDETOX
Registration Number:	3051879	CANDIDA DETOX
Registration Number:	3065671	ARE YOU CLEAN INSIDE?
Registration Number:	3081888	DIGESTAID
Registration Number:	3171411	DETOXIGREEN
Registration Number:	3465812	DRNATURA

OP \$390.00 2866862

Registration Number:	3497851	KLERITEA
Registration Number:	3504877	KIDETOX

CORRESPONDENCE DATA

Fax Number: (770)541-7448
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 7705417444
Email: docketing@mkiplaw.com
Correspondent Name: Ashish D. Patel, Esq., Myers & Kaplan
Address Line 1: 3100 Cumberland Blvd.
Address Line 2: Suite 1400
Address Line 4: Atlanta, GEORGIA 30339

ATTORNEY DOCKET NUMBER:	27360-M2
NAME OF SUBMITTER:	Ashish D. Patel
Signature:	/Ashish D. Patel/
Date:	01/06/2009

Total Attachments: 5
source=TM_Assignment#page1.tif
source=TM_Assignment#page2.tif
source=TM_Assignment#page3.tif
source=TM_Assignment#page4.tif
source=TM_Assignment#page5.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Trademark Assignment") is made and entered into as of the date last set forth below (the "Effective Date") between ALAVEN CONSUMER HEALTHCARE, INC., a Delaware limited liability corporation ("Assignee"), and DrNATURA.com, Inc., a Nevada corporation ("Dr. Natura") and LEONARD HARDY ("Hardy" and collectively with Dr. Natura as "Assignors").

RECITALS

WHEREAS, Assignee and Assignors have entered into on even date herewith an Asset Purchase Agreement with respect to Assignee's purchase of Dr. Natura's business (collectively, as set forth therein, the "Business");

WHEREAS, Assignors wish to transfer to Assignee and Assignee desires to obtain the Trademarks as defined in the Asset Purchase Agreement and set forth in the attached Exhibit A (hereinafter "Trademarks"); and

NOW, THEREFORE, effective as of the Effective Date, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and subject to Hardy's rights under that certain Retention of Royalty Payments Agreement entered into effective as of even date herewith to which Assignee and Hardy are parties, Assignors hereby sell, assign and transfer unto said Assignee, its successors and assigns, the entire right, title and interest in and to said Trademarks, said United States trademark registrations, any and all trademark registrations which may be granted in any U.S. territorial possessions and any and all trademark registrations which may be granted for said trademarks in any and all foreign countries, and in any and all renewals thereof, including the right to file foreign trademark applications directly in the name of Assignee and to claim priority rights deriving from said United States trademarks to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, including for all said Trademarks, without limitation, the goodwill symbolized by and associated with said Trademarks, said Trademarks, goodwill and all trademark registrations on said Trademarks to be held and enjoyed by Assignee and its successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignors had this assignment, transfer and sale not been made.

Notwithstanding any other provision of this Trademark Assignment to the contrary, nothing contained in this Trademark Assignment shall in any way supersede, modify, replace, amend, change, rescind, waive, exceed, expand, enlarge or in any way affect the provisions of the Asset Purchase Agreement, including warranties, covenants, agreements, conditions, representations or in general any of the rights and remedies and any of the obligations and indemnifications of Sellers or Purchaser set forth in the Asset Purchase Agreement, nor shall this Trademark Assignment expand or enlarge any remedies under the Asset Purchase Agreement, including, without limitation, any limits on indemnification specified therein. This Trademark Assignment is intended only to effect the transfer of certain property and the assumption of certain liabilities as agreed by the parties pursuant to the Asset Purchase Agreement and shall be governed entirely in accordance with the terms and conditions of the Asset Purchase Agreement.

This Assignment may be executed in multiple counterparts, each document of which shall be deemed an original, but all of which shall constitute one and the same instrument.

[Signature page to follow]

IN WITNESS WHEREOF, Assignors and Assignee have executed the Trademark Assignment.

Dated: Dec. 3, 2008

ALAVEN CONSUMER HEALTHCARE, INC.

By: [Signature]
Name: BRAJ VENKATARAMAN
Title: CEO

Dated: Dec. 3, 2008

DrNATURA.com, Inc.

By: [Signature]
Name: LEONARD HARDY
Title: PRESIDENT

Dated: Dec. 3, 2008

LEONARD HARDY

By: [Signature]
Title: Individually

STATE OF Georgia

COUNTY OF Cobb

On this 3rd day of December, 2008, before me, a Notary public in and for the County of Cobb in the State of Georgia, personally appeared Leonard Hardy, to me known, and being duly sworn, averred that, being duly authorized, he executed the foregoing Assignment as the free act and deed of said Assignor for the uses and purposes set forth.

[Signature]
NOTARY PUBLIC
My Commission expires: March 4, 2012
[SEAL]

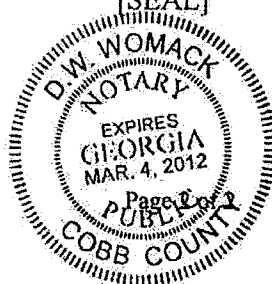


Exhibit A
Trademarks

<u>Trademark</u>	<u>Registration No.</u>	<u>Issue Date</u>
COLONIX	2,866,862	July 27, 2004
TOXINOUT	2,965,289	July 5, 2005
COLONAIDE	2,967,037	July 12, 2005
FLORA PROTECT	2,970,515	July 19, 2005
PARADETOX	2,981,080	August 2, 2005
SCIENCE DETOX	2,981,081	August 2, 2005
PARANIL	2,981,082	August 2, 2005
NITETETOX	3,028,639	December 13, 2005
CANDIDA DETOX	3,051,879	January 24, 2006
ARE YOU CLEAN INSIDE?	3,065,671	March 7, 2006
DIGESTAID	3,081,888	April 18, 2006
DETOXIGREEN	3,171,411	November 14, 2006
DRNATURA	3,465,812	July 15, 2008
KLERITEA	3,497,851	September 9, 2008
KIDETOX	3,504,877	September 23, 2008

<u>Trademark</u>	<u>Date of First Use Anywhere</u>	<u>Date of First Use in Commerce</u>
CREATED BY NATURE, PERFECTED BY MAN	January 13, 2001	September 6, 2001
LEAF DESIGN MARK	January 13, 2001	September 6, 2001
PREVENTA	May 1, 2002	July 15, 2002
IMMUNE PROTECT	September 10, 2004	September 23, 2004

U.S. Trademark Registration Numbers are listed for registered marks

Dates of first use are listed for common law marks

Foreign Registrations

(Extensions of Protection of U.S. Registrations under the Madrid Protocol)

<u>Trademark</u> <u>k</u>	<u>Int'l</u> <u>Reg.</u> <u>No.</u>	<u>Country</u>	<u>Status</u>
COLONIX	903276	Australia	Protected - Renewal due June 29, 2016
COLONIX	903276	Bulgaria	Protected - Renewal due June 29, 2016
COLONIX	903276	Switzerland	More than 18 months have passed since the designation under the Protocol, without any notification from WIPO, so it is assumed that this trademark is protected
COLONIX	903276	China	More than 18 months have passed since the designation under the Protocol, without any notification from WIPO, so it is assumed that this trademark is protected
COLONIX	903276	European Community	Protected - Renewal due June 29, 2016
COLONIX	903276	Croatia	Protected - Renewal due June 29, 2016
COLONIX	903276	Japan	Abandoned
COLONIX	903276	Romania	More than 18 months have passed since the designation under the Protocol, without any notification from WIPO, so it is assumed that this trademark is protected
COLONIX	903276	Russian Federation	More than 18 months have passed since the designation under the Protocol, without any notification from WIPO, so it is assumed that this trademark is protected
COLONIX	903276	Singapore	Protected - Renewal due June 29, 2016
COLONIX	903276	Turkey	Protected - Renewal due June 29, 2016
COLONIX	903276	Ukraine	More than 18 months have passed since the designation under the Protocol, without any notification from WIPO, so it is assumed that this trademark is protected

DRNATURA	931516	Australia	Protected - Renewal due June 17, 2017
DRNATURA	931516	China	Almost 18 months have passed since the designation under the Protocol, without any notification from WIPO, so this trademark is close to being protected in China
DRNATURA	931516	European Community	Protected - Renewal due June 17, 2017
DRNATURA	931516	Japan	Abandoned