

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
David Zielski		02/24/2009	INDIVIDUAL: UNITED STATES
Linda Zielski		02/24/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Seaside Naturals, Inc.		
Street Address:	P.O. Box 2097		
City:	Short Beach		
State/Country:	CONNECTICUT		
Postal Code:	06405		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78965668	SIMPLE. PURE.	
Serial Number:	78965667	SIMPLE. PURE. BABY.	
Serial Number:	78965661	SIMPLE. PURE. BODY.	
Serial Number:	78965662	SIMPLE. PURE. CLEAN.	
CORRESPONDENCE DATA			
Fax Number:	(703)684-5637		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703 684-5633		
Email:	dhv@mbv-ip.com		
Correspondent Name:	David H. Voorhees		
Address Line 1:	673 South Washington Street		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	TR-51		
NAME OF SUBMITTER:	David H. Voorhees		

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TRADEMARK
REEL: 003961 FRAME: 0807

Signature:	/David H. Voorhees/
Date:	03/31/2009
Total Attachments: 2 source=Assignment_Page_1#page1.tif source=Assignment_Page_2#page1.tif	

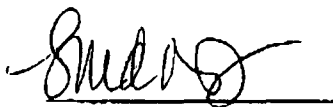
ASSIGNMENT

WHEREAS, Linda and David Zielski,(hereinafter "Assignors"), each residing at 15 Grey Ledge Road, Branford, Connecticut 06405, are the owners of the Trademark Applications shown in Schedule "A" attached hereto, and of the trademarks shown in said applications, and of the goodwill of the business symbolized by said marks;

AND WHEREAS, SEASIDE NATURALS, INC. (hereinafter "Assignee"), a Delaware corporation having a mailing address at P.O. Box 2097, Short Beach, Connecticut 06405 is desirous of acquiring the entire right, title and interest in and to the said trademark applications, the trademarks shown in said applications, the goodwill of the business symbolized by said marks, and the right to sue for past infringements;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignors do hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said trademark applications, and the trademarks shown in the said applications, together with the goodwill of the business symbolized by said marks, the right of Assignor to conduct business under said trademarks, and the right to sue for past infringements of said marks.

Done, this 24 day of February, 2009.



Linda Zielski



David Zielski

SCHEDULE "A"

Application/Registration No. Mark

United States Trademark Application Serial No. 78/965,668 "SIMPLE.PURE."

United States Trademark Application Serial No. 78/965,667 "SIMPLE.PURE.BABY."

United States Trademark Application Serial No. 78/965,661 "SIMPLE.PURE.BODY."

United States Trademark Application Serial No. 78/965,662 "SIMPLE.PURE.CLEAN"