

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
France Alter Eco		03/01/2009	LIMITED LIABILITY COMPANY: FRANCE
<b>RECEIVING PARTY DATA</b>			
Name:	Alter Eco Americas		
Street Address:	2325 Third Street, Ste 226		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	77384630	ALTER ECO	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(510)834-1928		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	510-834-6600		
Email:	rlyons@wendel.com		
Correspondent Name:	Richard A. Lyons		
Address Line 1:	1111 Broadway, 24th Floor		
Address Line 4:	Oakland, CALIFORNIA 94607		
ATTORNEY DOCKET NUMBER:	014093.2		
NAME OF SUBMITTER:	Richard A. Lyons		
Signature:	/Richard A. Lyons/		
Date:	05/11/2009		

OP \$40.00 77384630

Total Attachments: 1  
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EXHIBIT C

ASSIGNMENT OF TRADEMARK

WHEREAS, FRANCE ALTER ECO, a limited company organized and existing under the laws of France ("Assignor"), is the owner of the following trademark, which is the subject of a pending application in the United States Patent and Trademark Office (the "Mark"):

"Alter Eco," currently the subject of a pending application with the U.S. Patent and Trademark Office, Serial No. 77384630, filed January 30, 2008.

NOW, THEREFORE, for good and valuable consideration, Assignor, subject to the terms and conditions of the Trademark Purchase Agreement between Assignor and Assignee dated as of March 1, 2009, hereby assigns, transfers and conveys to ALTER ECO AMERICAS INC., a corporation organized and existing under the laws of Delaware, U.S.A. ("Assignee"), all of its right, title and interest in, to and under the Mark, together with the goodwill associated with the Mark, the right to sue for damages including past damages for infringement, and the above-identified application thereof, as of March 1, 2009.

IN WITNESS WHEREOF, the parties have executed this Assignment of Trademark as of the dates set forth below.

ASSIGNOR:

Dated as of: March 1, 2009

FRANCE ALTER ECO, a limited company organized and existing under the laws of France

By: 

Name: NICOLAS DUVAL

Its: DIRECTEUR GÉNÉRAL, PRÉSIDENT  
DU DIRECTOIRE

Address: 36 Bd A.C. BASTILLE  
75 012 PARIS  
FRANCE

ASSIGNEE:

Dated as of: March 1, 2009.

ALTER ECO AMERICAS INC., a corporation organized and existing under the laws of Delaware, U.S.A.

By: 

Name: EDOUARD ROLLET

Its: Secretary & Treasurer

Address: 2325 Third Street, Ste. 226  
San Francisco, CA 94107