

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
River West Brands LLC		10/02/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Maxill, Inc.		
Street Address:	80 Elm Street		
City:	St. Thomas		
State/Country:	CANADA		
Postal Code:	N5R 6C8		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3046720	IPANA	
Registration Number:	3177652	BRUSHA, BRUSHA!	
CORRESPONDENCE DATA			
Fax Number:	(703)777-3656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-777-7319		
Email:	jweaver@dglegal.com		
Correspondent Name:	Jeffrey W. Weaver		
Address Line 1:	199 Liberty St., SW		
Address Line 4:	Leesburg, VIRGINIA 20175		
DOMESTIC REPRESENTATIVE			
Name:	Jeffrey W. Weaver		
Address Line 1:	199 Liberty St., SW		
Address Line 4:	Leesburg, VIRGINIA 20175		

OP \$65.00 3046720

NAME OF SUBMITTER:	Jeffrey W. Weaver
Signature:	/jeff weaver/
Date:	10/02/2009
Total Attachments: 2 source=US Transfer Assignement for Ipana Trademark#page1.tif source=US Transfer Assignement for Ipana Trademark#page2.tif	

ASSIGNMENT OF TRADEMARKS

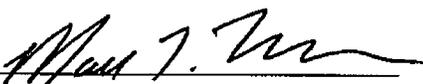
This Agreement, entered this 1st day of October, 2009, between River West Brands LLC, a Delaware limited liability company, herein referred to as "Assignor", and Maxill, Inc., a corporation duly registered in Canada, herein referred to as "Assignee".

Assignor is the owner of, and has adopted and is using, two trademarks registered with the United States Patent and Trademark Office and described in Exhibit A, attached hereto and incorporated by reference herein (the "Marks"), and Assignee is desirous of acquiring all right, title and interest in and to such marks, as well as the registrations thereof.

In consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, sells, and transfers all of its rights, title, and interest in and to the Marks, together with all of that portion of the goodwill of the business with which the Marks are associated, along with the registrations thereof.

ASSIGNOR:

RIVER WEST BRANDS LLC
225 North Michigan Avenue, Suite 2000
Chicago, IL 60601

By: 
Name: MARK F. Therman
Title: CEO
Date: 10/2/09

ASSIGNEE:

MAXILL INC.
80 Elm Street
St. Thomas, Ontario
CANADA N5R 6C8

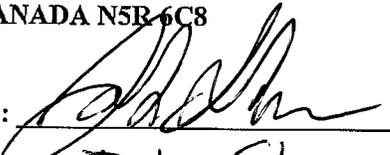
By: 
Name: John Shaw
Title: G.M- President
Date: 10/2/09

Exhibit A
TRADEMARKS

Word Mark	IPANA
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Toothpaste; tooth gel; tooth polish; non-medicated mouthwash and gargle. FIRST USE: 20051010. FIRST USE IN COMMERCE: 20051010
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78145514
Filing Date	July 18, 2002
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	January 27, 2004
Registration Number	3046720
Registration Date	January 17, 2006
Owner	(REGISTRANT) River West Brands LLC LTD LIAB CO DELAWARE 141 West Jackson Boulevard Suite 3620 Chicago ILLINOIS 60604
Attorney of Record	Brett M. Tolpin
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE
Word Mark	BRUSHA, BRUSHAI
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: toothpaste; tooth gel; tooth polish; non-medicated mouthwash and gargle. FIRST USE: 20051010. FIRST USE IN COMMERCE: 20051010
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78248671
Filing Date	May 12, 2003
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	January 13, 2004
Registration Number	3177652
Registration Date	November 28, 2006
Owner	(REGISTRANT) River West Brands LLC LTD LIAB JT ST CO DELAWARE 141 West Jackson Boulevard Suite 3620 Chicago ILLINOIS 60604
Attorney of Record	Brett M. Tolpin
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE