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
Freedom Wholesaler Distributor, LLC		10/07/2009	LIMITED LIABILITY COMPANY: ARIZONA

RECEIVING PARTY DATA

Name:	Wellements LLC
Street Address:	8901 East Pima Center Parkway, Suite 215
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85258
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	1883802	NATURALLY KLEAN
Registration Number:	2775428	NATURALLY KLEAN
Registration Number:	3095706	THE LIQUID STUFF

CH $90.00 1883802

CORRESPONDENCE DATA

Fax Number: (602)916-5918
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: ssmith@fclaw.com, ip@fclaw.com
Correspondent Name: Stacie K. Smith
Address Line 1: 3003 N. Central Avenue, Suite 2600
Address Line 4: Phoenix, ARIZONA 85012

ATTORNEY DOCKET NUMBER:	14853.002
NAME OF SUBMITTER:	Stacie K. Smith
Signature:	/Stacie K. Smith/ssb/

Date:	10/07/2009

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Freedom Wholesaler Distributor, LLC, a limited liability company of Arizona, with an address of 2555 East Camelback Road, Suite 700, Phoenix, AZ 85016 ("Assignor") is the owner of the marks attached hereto as Schedule A (the "Marks"); and

WHEREAS, Wellements LLC, a limited liability company of Arizona, with an address of 8901 East Pima Center Pkwy., Suite 215, Scottdsdale, AZ 85258 ("Assignee") has acquired certain assets of Assignor and Assignor has assigned all of Assignor's right, title and interest in the Marks to Assignee.

NOW, THEREFORE, in consideration of the foregoing and the mutual promises, covenants and conditions contained herein, the parties hereby agree as follows:

Assignor hereby assigns to Assignee all right, title and interest, including common law rights, in and to the Marks, including the right to file for protection of the Marks, together with the goodwill of the businesses associated with the Marks, and that portion of the business which is ongoing and existing to which the Marks pertain. Assignor agrees to perform, at Assignee's request, all acts and to execute all documents necessary for Assignee to perfect its ownership in and to the Marks.

FREEDOM WHOLESALER DISTRIBUTOR, LLC

By: _____

Name: KEYVAN TAHERI

Title: CEO

Dated: 10/7/2009

WELLEMENTS LLC

By: _____

Name: KEYVAN TAHERI

Title: CEO

Dated: 10/7/2009

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SCHEDULE A

MARK	COUNTRY	REGISTRATION NO.
NATURALLY KLEAN	United States	1,883,802
NATURALLY KLEAN	United States	2,775,428
THE LIQUID STUFF	United States	3,095,706

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