

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                      |
|----------------------------------|--|-----------------------|----------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                      |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                      |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                      |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>   |
| Pure & Natural Company           |  | 11/04/2009            | CORPORATION: ARIZONA |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                      |
| <b>Name:</b>                     | Muelhens GmbH & Co. KG   |                       |                      |
| <b>Street Address:</b>           | Venloer Str. 241-245   |                       |                      |
| <b>City:</b>                     | Cologne  |                       |                      |
| <b>State/Country:</b>            | GERMANY  |                       |                      |
| <b>Postal Code:</b>              | 50823  |                       |                      |
| <b>Entity Type:</b>              | KG: GERMANY  |                       |                      |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                      |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                      |
| <b>Serial Number:</b>            | 77543884   | MAGNETIC              |                      |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                      |
| <b>Fax Number:</b>               | (480)754-3789  |                       |                      |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                      |
| <b>Phone:</b>                    | 480-754-2654   |                       |                      |
| <b>Email:</b>                    | trademarks@us.henkel.com   |                       |                      |
| <b>Correspondent Name:</b>       | A. Kate Huffman  |                       |                      |
| <b>Address Line 1:</b>           | 19001 N. Scottsdale Road   |                       |                      |
| <b>Address Line 2:</b>           | M.S. 04.50   |                       |                      |
| <b>Address Line 4:</b>           | Scottsdale, ARIZONA 85255  |                       |                      |
| <b>ATTORNEY DOCKET NUMBER:</b>   | MAGNETIC ASSIGN.   |                       |                      |
| <b>DOMESTIC REPRESENTATIVE</b>   |  |                       |                      |
| <b>Name:</b>                     |  |                       |                      |
| <b>Address Line 1:</b>           |  |                       |                      |
| <b>Address Line 2:</b>           |  |                       |                      |

CH \$40.00 77543884

**900147226**

**TRADEMARK  
 REEL: 004093 FRAME: 0313**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Susan F. Evans

Signature:

/susan f. evans/

Date:

11/09/2009

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

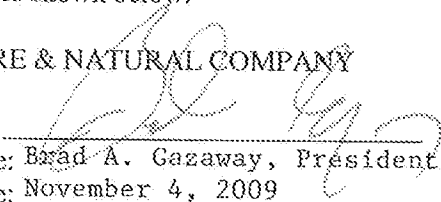
WHEREAS, Pure & Natural Company (hereinafter "Assignor"), an Arizona corporation having a place of business at 19001 N. Scottsdale Road, Scottsdale, AZ 85255, is the owner of the trademark MAGNETIC and use-based US trademark application Serial No. 77/543884 for the mark MAGNETIC (the "Trademark"); and

WHEREAS, Muelhens GmbH & Co. KG, (hereinafter "Assignee"), a corporation organized and existing under the laws of Germany, having a place of business at Venloer Str. 241-245, 50823 Cologne, Germany, desires to acquire the entire right, title and interest in and to said Trademark.

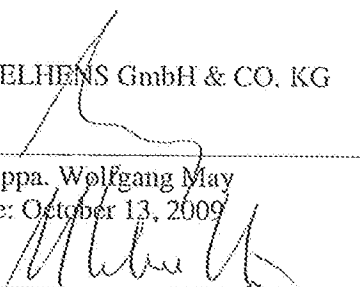
NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the final date set forth below, does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademark, including the pending US application for the Trademark and any registration which issues for the Trademark, together with the goodwill symbolized by said Trademark, as well as any rights Assignor may have acquired by virtue of its use of the Trademark, including the right to legally pursue any past, present or future infringement or unauthorized use of said Trademark, such Trademark to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

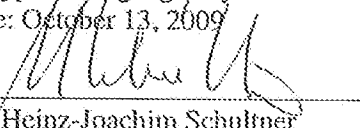
IN WITNESS WHEREOF, Assignor and Assignee have signed this Trademark Assignment on the dates shown below.

PURE & NATURAL COMPANY

By:   
Title: Brad A. Gazaway, President  
Date: November 4, 2009

MUELHENS GmbH & CO. KG

By:   
Date: October 13, 2009

By:   
Title: Managing Director  
Date: October 13, 2009