

**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>
Banfi Products Corporation		01/28/2010	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ivivi Pty Limited		
<b>Street Address:</b>	563 Sydney Road, Suite 5		
<b>City:</b>	Seaforth, NSW		
<b>State/Country:</b>	AUSTRALIA		
<b>Entity Type:</b>	CORPORATION: AUSTRALIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77732776	CHATEAU TANUNDA	
<b>Serial Number:</b>	77732774	NOBLE BARON	
<b>Serial Number:</b>	77732771	THE EVEREST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(585)263-1600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(585) 263-1000		
<b>Email:</b>	kwalsh@nixonpeabody.com		
<b>Correspondent Name:</b>	Kristen M. Walsh, Nixon Peabody LLP		
<b>Address Line 1:</b>	1100 Clinton Square		
<b>Address Line 4:</b>	Rochester, NEW YORK 14604		
<b>ATTORNEY DOCKET NUMBER:</b>	054544-000002		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			

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Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Kristen M. Walsh

Signature:

/kristenmwash/

Date:

01/29/2010

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

Banfi Products Corporation, a New York corporation with an address of 1111 Cedar Swamp Road, Old Brookville, New York 11545, (“ASSIGNOR”) is the owner of the trademarks listed in Schedule A (the “Marks”) and the U.S. trademark applications therefor (the “Applications”), based on 15 U.S.C. § 1051(b).

Ivivi Pty Limited, an Australian corporation with an address of Suite 5, 563 Sydney Road, Seaforth, NSW, Australia, (“ASSIGNEE”), as the successor to the portion of the ongoing and existing business to which the Marks pertains, desires to acquire the Marks and the Applications.

For TEN DOLLARS and other good and valuable consideration, receipt and adequacy of which is hereby acknowledged, ASSIGNOR assigns to ASSIGNEE all its right, title, and interest in and to the Marks and the Applications, together with the goodwill of the business symbolized by said trademarks, pursuant to 15 U.S.C. § 1060.

Banfi Products Corporation

Date: January 28, 2010

By:



Philip D. Calderone  
Vice President and General Counsel

**SCHEDULE A**

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
CHATEAU TANUNDA	77/732,776	May 8, 2009
NOBLE BARON	77/732,774	May 8, 2009
THE EVEREST	77/732,771	May 8, 2009

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