

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
Natural Resource Group, Inc.		01/05/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Lotus Brands, Inc.		
Street Address:	P O Box 325		
City:	Twin Lakes		
State/Country:	WISCONSIN		
Postal Code:	53181		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1252630	BEAUTY WITHOUT CRUELTY	
CORRESPONDENCE DATA			
Fax Number:	(262)889-2461		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2628898561		
Email:	santosh@lotuspress.com		
Correspondent Name:	Lotus Brands, Inc.		
Address Line 1:	P O Box 325		
Address Line 4:	Twin Lakes, WISCONSIN 53181		
NAME OF SUBMITTER:	santosh krinsky		
Signature:	/santosh krinsky/		
Date:	02/01/2010		
Total Attachments: 1 source=Bill of Sale - Trademark U S#page3.tif			

OP \$40.00 1252630

ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS, Natural Resource Group, Inc., a California corporation (Assignor), with an office located at 1340-G Industrial Avenue, Petaluma, California 94952 has adopted, used, and is using and is the owner of the following trademark now registered in the U.S. Patent and Trademark Office:


Trademark	Reg. No.	Reg. Date
BEAUTY WITHOUT CRUELTY	1,252,630	October 4, 1983

WHEREAS, Lotus Brands, a Wisconsin corporation (Assignee), with an office located at 1100 Lotus Drive, Silver Lake, WI 53170, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign and transfer to said Assignee all right, title and interest in and to the said mark in the united States and the registration therefore, together with the goodwill of the business symbolized by the mark and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, the said Assignor has caused this instrument to be executed by its duly authorized corporate officer as of the 5th day of January, 2010

Natural Resource Group, Inc.



Scott J. Egide

President

1.5.2010