

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
Industrias Alen, S.A. de C.V.		06/15/2005	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	Alen Americas, Inc.		
Street Address:	5400 Delaware Avenue		
Internal Address:	Suite 16		
City:	Hainesport		
State/Country:	NEW JERSEY		
Postal Code:	08036		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78246155	XTRA-CARIBBEAN MIST	
Serial Number:	78246164	XTRA- LAVENDER	
CORRESPONDENCE DATA			
Fax Number:	(312)578-6666		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-578-6689		
Email:	scott.petersen@hklaw.com		
Correspondent Name:	Scott W. Petersen c/o Holland & Knight		
Address Line 1:	131 South Dearborn Street		
Address Line 2:	30th Floor		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	116925.00001		
NAME OF SUBMITTER:	Scott W. Petersen		

OP \$65.00 78246155

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**TRADEMARK
 REEL: 004295 FRAME: 0379**

Signature:	/Scott W. Petersen/
Date:	10/13/2010
Total Attachments: 2 source=Assignment_1_Oct_13_2010_15_52_25_541#page1.tif source=Assignment_1_Oct_13_2010_15_52_25_541#page2.tif	

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **INDUSTRIAS ALEN, S.A. DE C.V.**, a company organized under the laws of Mexico, with an office at Blvd. Díaz Ordaz No. 1000, Col. Los Trevino, Santa Catarina, N.L. Mexico C.P. 66350, (hereinafter called the ASSIGNOR) has filed applications now assigned the serial numbers set forth on the attached schedule based on an intention to use. The Applicant has since used the marks and has filed a statement of use under Section 1(c) or 1(d) of the Trademark Act in the identified applications set forth on the attached schedule:

AND WHEREAS, **ALEN AMERICAS, INC.**, a corporation organized and existing under the laws of the State of New Jersey, United States of America, with an office at 5400 Delaware Avenue, Suite 16, Hainesport, New Jersey 08036, United States of America, (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and the applications for the registration of the trademarks, together with that part of the goodwill of the ASSIGNORS business connected with the use of and symbolized by the said trademarks.

The Commissioner of Patents and Trademarks is requested to issue the Certificates of Registration to the said ASSIGNEE.

WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this 15th day of June, 2005.

INDUSTRIAS ALEN, S.A. DE C.V.


By: Ing. Alfonso García Hernández
Title: General Director


By: Ing. Enrique García Gamboa
Title: General Director

TRADEMARK

REEL: 004295 FRAME: 0381

UNITED STATES OF AMERICA

SCHEDULE

XTRA-CARIBBEAN MIST

Application No. 78/246155
Filed: May 6, 2003

XTRA LAVENDER & Device

Application No. 78/246164
Filed: May 6, 2003

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