

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KANEBO KABUSHIKI KAISHA (KANEBO, LTD.)		07/01/2007	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	KAIGAN BELL MANAGEMENT KABUSHIKI KAISHA		
Street Address:	17-4, Sumida 5-chome, Sumida-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1619962	LIVEFRESH	
CORRESPONDENCE DATA			
Fax Number:	(914)723-4301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-723-4300		
Email:	rduff@lslp.com		
Correspondent Name:	Renee L. Duff		
Address Line 1:	Lackenbach Siegel LLP		
Address Line 2:	One Chase Road		
Address Line 4:	Scarsdale, NEW YORK 10583		
ATTORNEY DOCKET NUMBER:	#2387 CHANGE OF NAME		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

CH \$40.00 1619962

Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Renee L. Duff
Signature:	/RLD/
Date:	10/20/2010
Total Attachments: 0	

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**