

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Genera Pharmaceuticals, LLC		02/03/2011	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
Name:	Rising Pharmaceuticals, Inc.		
Street Address:	3 Pearl Court		
Internal Address:	Suites A/B		
City:	Allendale		
State/Country:	NEW JERSEY		
Postal Code:	07401		
Entity Type:	CORPORATION: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	77929485	BMT-COPAK	
Serial Number:	77924149	HELICO-PAK	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(513)698-5079		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-698-5078		
Email:	mmarrero@ulmer.com		
Correspondent Name:	Michael A. Marrero		
Address Line 1:	600 Vine Street		
Address Line 2:	Suite 2800		
Address Line 4:	Cincinnati, OHIO 45202-2409		
ATTORNEY DOCKET NUMBER:	33083-0019		
NAME OF SUBMITTER:	Michael A. Marrero		

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**TRADEMARK**  
 REEL: 004469 FRAME: 0277

Signature:	/Michael A. Marrero/
Date:	02/07/2011
Total Attachments: 1 source=2011-02-03 - Genera - Rising - Trademark Assignment#page1.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, **Genera Pharmaceuticals, LLC**, a California limited liability company with an address of 3525 Del Mar Heights Road, Suite 752, San Diego, California 92130 (hereinafter "Assignor"), represents that it is the owner of the two trademarks that are the subject of the two U.S. Patent & Trademark Office applications for BMT-COPAK, Ser. 77/929,485, and HELICO-PAK, Ser. 77/924,149 (the "Marks"); and

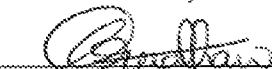
WHEREAS, **Rising Pharmaceuticals, Inc.**, located at 3 Pearl Court, Suites A/B, Allendale, New Jersey 07401 (hereinafter "Assignee"), is desirous of acquiring the Marks pursuant to an "Asset Transfer and Purchase Agreement" dated October 26, 2010.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all of its right, title and interest in and to the Marks, together with the entire business symbolized by the Marks, the goodwill of the business symbolized by the Marks, the right to sue for past, present and future infringement, dilution, misappropriation, violation, or breach thereof, and the right to recover, collect and own any monetary or other damages, and to obtain injunctive relief, as a result thereof.

ASSIGNOR further agrees that, without further consideration, it will cause to be performed such other lawful acts, and to be executed such further assignments and other lawful documents, as ASSIGNEE may from time to time reasonably request to effect fully this assignment and to permit ASSIGNEE to be duly recorded as the registered owner of the Marks in the United States.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of this 3 day of FEBRUARY, 2011.

Genera Pharmaceuticals, LLC

By: 

V. RAY NATHAN  
Print Name

PRESIDENT  
Title