

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
Randy Shefshick		05/25/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	SOMETHING NATURAL LLC		
Street Address:	321 west 2nd st #11		
City:	South Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02127		
Entity Type:	LIMITED LIABILITY COMPANY: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85073444	SOMETHING NATURAL	
CORRESPONDENCE DATA			
Fax Number:	(650)989-2131		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6509658731		
Email:	trademarks@rajpatent.com		
Correspondent Name:	Raj Abhyanker		
Address Line 1:	1580 W El Camino Real		
Address Line 2:	Suite 8		
Address Line 4:	Mountain View, CALIFORNIA 94040		
ATTORNEY DOCKET NUMBER:	28192		
NAME OF SUBMITTER:	Raj Abhyanker		
Signature:	/Raj Abhyanker/		
Date:	05/26/2011		
Total Attachments: 1 source=ap00v6ol#page1.tif			

OP \$40.00 85073444

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**TRADEMARK
 REEL: 004548 FRAME: 0815**

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement (“ASSIGNMENT”) is executed on this 25th day of May 2011 by Randy Shefshick, an individual, with a principal place of business at 321 west 2nd Street #11, South Boston, MA 02127

IN FAVOR OF

Something Natural LLC (hereinafter referred to as “ASSIGNEE”), a business incorporated under the laws of Massachusetts, with a principal place of business at 321 west 2nd Street #11, South Boston, MA 02127, and acting through Randy Shefshick, its CEO;

WHEREAS, the Assignor is the applicant and lawful owner of all rights, titles and interests in the following trademark applications registered with the United States Patent and Trademark Office, together with the goodwill of the business connected with and symbolized by the Trademarks;

Trademark	Type of Mark	Serial No.	Date of Filing	Status
SOMETHING NATURAL	WORD MARK	85073444	2010-06-29	Notice of Allowance <i>Registered (class 03b)</i>

AND WHEREAS, Assignee desires to acquire all rights, titles and interests in and to the Trademark;

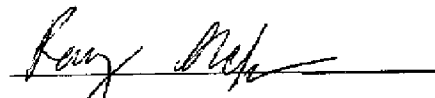
NOW, THEREFORE, for good and valuable consideration of \$ 1.00 _____, agreed by the parties, the receipt and adequacy of which are acknowledged, the parties intending to be legally bound by this Assignment, hereby agree as below:

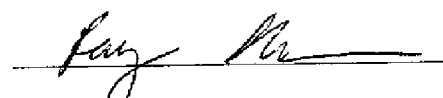
The Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee the entire rights, titles, interests in the above mentioned Trademarks in the United States and in all jurisdictions outside the United States, along with the goodwill attached to the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any future registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, the Assignor hereto has executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR

ASSIGNEE


Randy Shefshick


Randy Shefshick, CEO on behalf of
Something Natural LLC