

**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
Personal Care Products, Inc.		05/10/2011	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Personal Care Products LLC		
Street Address:	800 Nicollet Mall, Suite 1150		
Internal Address:	c/o Stone Arch Capital, LLC		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55402		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85224257	NATURAL ESSENCE BY PERSONAL CARE	
CORRESPONDENCE DATA			
Fax Number:	(248)647-5210		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-647-6000		
Email:	docket@patlaw.com		
Correspondent Name:	Julie A. Greenberg		
Address Line 1:	PO Box 7021		
Address Line 4:	Troy, MICHIGAN 48007		
ATTORNEY DOCKET NUMBER:	AHP-34980/02		
NAME OF SUBMITTER:	Julie A. Greenberg		
Signature:	/JAG/		
Date:	06/29/2011		
Total Attachments: 1 source=AHP-34980_02.Confirmatory.Assignment#page1.tif			

OP \$40.00 85224257

CONFIRMATORY ASSIGNMENT OF TRADEMARK

THIS CONFIRMATORY ASSIGNMENT, entered this 10<sup>th</sup> day of May, 2011, confirms the assignment by Personal Care Products, Inc. of Bingham Farms, Michigan, (hereafter "ASSIGNOR"), to Personal Care Products LLC a Delaware limited liability company, having an address at 800 Nicollet Mall, Suite 1150 c/o Stone Arch Capital, LLC, Minneapolis, Minnesota 55402 (hereafter "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted and is using the mark NATURAL ESSENCE BY PERSONAL CARE (the "Mark"), which mark is the subject of pending U.S. Trademark Application Serial No. 85224257 (the "Application"), and desires to confirm the assignment of the Mark and the Application to ASSIGNEE,

NOW THEREFORE, for good and valuable consideration, the receipt of which is expressly acknowledged, ASSIGNOR does hereby confirm the assignment of the Mark and the Application to ASSIGNEE of all rights, title and interest in and to said Mark and Application, including all goodwill associated with said Mark, and all right, title, and interest in and to the Application.

 President  
PERSONAL CARE PRODUCTS, Inc.

May 10, 2011

Date