

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Purfresh, Inc.		09/19/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tessenderlo Kerley, Inc.		
<b>Street Address:</b>	2255 N. 44th Street		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85008		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77516761	PARASOL	
<b>Serial Number:</b>	85231966	REFLECT	
<b>Serial Number:</b>	77910657	SUNSHADE	
<b>Serial Number:</b>	85231970	SUNSHADE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(602)916-5517		
<b>Phone:</b>	602-916-5317		
<b>Email:</b>	ip@fclaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Susan Stone Rosenfield		
<b>Address Line 1:</b>	3003 N. Central Avenue		
<b>Address Line 2:</b>	Suite 2600		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85012		
<b>ATTORNEY DOCKET NUMBER:</b>	053078.0785		

**CH \$115.00 77516761**

**900203292**

**TRADEMARK**  
**REEL: 004632 FRAME: 0270**

NAME OF SUBMITTER:	Susan Stone Rosenfield
Signature:	/Susan Stone Rosenfield/
Date:	09/28/2011
<b>Total Attachments: 3</b> source=Purfresh TM Assignment - applications#page1.tif source=Purfresh TM Assignment - applications#page2.tif source=Purfresh TM Assignment - applications#page3.tif	

**TRADEMARK ASSIGNMENT AGREEMENT (CONFIRMATION)**

This TRADEMARK ASSIGNMENT AGREEMENT (CONFIRMATION) (the "Assignment") is effective as of the 22<sup>nd</sup> day of August, 2011, and is by and between **Purfresh, Inc.**, a Delaware corporation ("Seller") and **Tessengerlo Kerley, Inc.**, a Delaware corporation ("Buyer").

WHEREAS, Seller has assigned to Buyer pursuant to that certain Trademark Assignment Agreement dated as of August 22, 2011 the trademarks set forth on Schedule A hereto and applications therefore (the "Transferred Trademarks"), and the parties wish to record Buyer's ownership thereof in the U.S. Patent and Trademark Office.

NOW, THEREFORE, the parties hereto, intending to be legally bound hereby, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby agree as follows:

Seller confirms the assignment to Buyer of all right, title and interest in and to the aforesaid Transferred Trademarks, together with the goodwill of the business symbolized by each of the Transferred Trademarks. The parties confirm that Buyer is the successor to that portion of Seller's ongoing and existing business to which the Transferred Trademarks pertain.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the dates written below.

**Purfresh, Inc.**

By (Signature) \_\_\_\_\_

Name (Printed) Davis Cope

Title CEO

**Tessengerlo Kerley, Inc.**

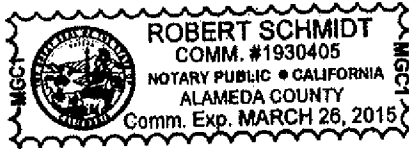
By (Signature) \_\_\_\_\_

Name (Printed) Larry Tryon

Title CEO

STATE OF CALIFORNIA )  
 ) :ss \_\_\_\_\_  
COUNTY OF ALAMEDA )

The foregoing instrument was acknowledged before me this 19 day of SEPTEMBER, 2011, by DAVIS COPE of **PURFRESH, INC.**, as his act and deed, and the free act and deed of said company.

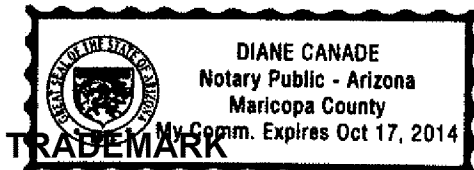


\_\_\_\_\_  
Notary Public  
My commission expires: MARCH 26, 2015

STATE OF ARIZONA )  
 ) :ss \_\_\_\_\_  
COUNTY OF MARICOPA )

The foregoing instrument was acknowledged before me this 26<sup>th</sup> day of SEPTEMBER, 2011, by LARRY TRYON of **TESSENDERLO KERLEY, INC.**, as his act and deed, and the free act and deed of said company.

Diane Canade  
Notary Public  
My commission expires: Oct 17, 2014



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