

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
Mia Rose Products, Inc.		10/27/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	NutraMarks, Inc.		
Street Address:	1500 Kearns Boulevard, Suite B200		
Internal Address:	Legal Department		
City:	Park City		
State/Country:	UTAH		
Postal Code:	84060		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1291749	AIR THERAPY	
Registration Number:	1417150	AIR THERAPY	
Registration Number:	1707699	CITRI-GLOW	
Registration Number:	2241090	CITRUS TREASURE	
Registration Number:	1264682	MIA ROSE	
CORRESPONDENCE DATA			
Fax Number:	(435)658-5989		
Phone:	435-655-6000		
Email:	legal@nutracorp.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Alison Pitt		
Address Line 1:	1500 Kearns Boulevard, Suite B200		
Address Line 4:	Park City, UTAH 84060		

OP \$140.00 1291749

ATTORNEY DOCKET NUMBER:	MIA ROSE
NAME OF SUBMITTER:	Alison Pitt, Attorney of record, UT bar
Signature:	/Alison Pitt/
Date:	10/28/2011
Total Attachments: 4 source=Mia Rose.Trademark Assignment#page1.tif source=Mia Rose.Trademark Assignment#page2.tif source=Mia Rose.Trademark Assignment#page3.tif source=Mia Rose.Trademark Assignment#page4.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into as of October 27, 2011 (the "Effective Date") by and among Mia Rose Products, Inc., a California corporation (the "Company") and Mia Rose Palencar the sole shareholder of the Company (the "Shareholder") (together, Company and Shareholder are collectively referred to as the "Assignors") and NutraMarks, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignors are the sole and exclusive owners of the entire right, title and interest in and to the trademarks and goodwill appurtenant thereto listed on Schedule A hereto and all variations thereof, whether one or more (the "Marks");

WHEREAS, Assignee wishes to acquire, and Assignors wish to assign, their right, title and interest in and to the Marks and the business and goodwill of the business in connection with which the aforesaid Marks have been used;

WHEREAS, Assignors will be transferring other assets to Assignee or its affiliates pursuant to a Bill of Sale and Assignment dated as of the date hereof; and

WHEREAS, Assignors have agreed to execute such additional instruments as may be necessary or desirable to confirm and record such acquisition by Assignee.

NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignors hereby agree as follows:

1. Assignment. Assignors hereby sell, transfer, assign and deliver to Assignee, its successors, legal representatives and assigns, the entire right, title and interest of Assignors in and to said Marks, together with the business and goodwill of the business in connection with which the aforesaid Marks have been used, and all registrations and applications therefor, in the United States and for all foreign countries, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignors if this assignment and sale had not been made. Assignors request the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner thereof.

2. Further Assistance. Assignors shall provide to Assignee, its successors, assigns or other legal representatives, cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required): (a) in the preparation and prosecution of any application for registration or any application for renewal of a

registration covering any of the Marks; (b) in the prosecution or defense of any cancellation, opposition, infringement or other proceedings that may arise in connection with any of the Marks, including, but not limited to, testifying as to any facts relating to the Marks assigned herein and this Assignment; (c) in obtaining any additional protection for the Marks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or for any or all foreign countries; and (d) in the implementation or perfection of this Assignment.

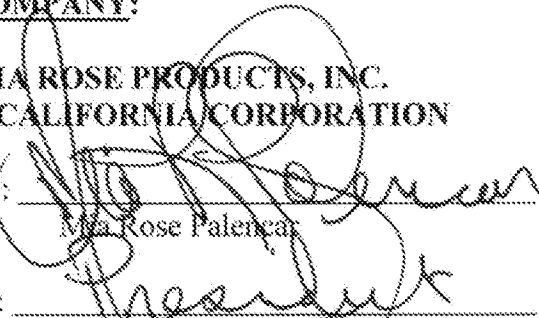
3. Miscellaneous. This Assignment shall be governed by and construed in accordance with the laws of the State of California and shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns. This Assignment may be executed in two or more counterparts (including by facsimile), each of which shall be deemed to be an original but all of which shall constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed, all effective as of the date first written above.

ASSIGNORS:

COMPANY:

MIA ROSE PRODUCTS, INC.
A CALIFORNIA CORPORATION

By: 
Mia Rose Palencar

Its: 


SHAREHOLDER:


Mia Rose Palencar



EXHIBIT A
TRADEMARK ASSIGNMENT

MIA ROSE PRODUCTS, INC.
U.S. Trademark Status Report

KMOB Reference Number	Mark	Class/Goods	App No./ App Date	Reg No./ Reg Date	Status
MIA ROSE.0031		5: Air freshening and purifying preparations in liquid form	73385,877 9/16/82	1,291,749 8/28/84	REGISTERED Renewal due 8/28/14
MIA ROSE.0041	AIR THERAPY	5: Air freshening and purifying preparations in liquid form	73551,599 8/5/85	1,417,150 11/18/86	REGISTERED Renewal due 11/18/16
MIA ROSE.0021	CITRI-GLOW	3: Multi-purpose cleaning preparation	74720,145 11/8/91	1,707,699 8/18/92	REGISTERED Renewal due
MIA ROSE.0032	CITRUS TREASURE	5: Air freshening and purifying preparations	75242,132 2/14/97	2,241,090 4/20/99	REGISTERED Renewal due 4/20/19
MIA ROSE.0061	MIA ROSE	5: Air freshening and purifying preparations in liquid form	73385,876 9/16/82	1,264,662 12/4/84	REGISTERED Renewal due 12/4/14
State - California MIA ROSE.0035CA	AIR THERAPY	6: Air freshening and purifying preparations in liquid form	N/A	67419 9/22/82	REGISTERED Renewal due 9/22/12

Knobbe Martens
LLP

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Updated August 3, 2011

