

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JustEnough IP Holdings Limited		03/23/2012	Limited Company: BRITISH VIRGIN ISLANDS
RECEIVING PARTY DATA			
Name:	Derek Krunen		
Street Address:	6 Rockingham Drive		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	INDIVIDUAL: SOUTH AFRICA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3719425	AGAINSTWASTE	
CORRESPONDENCE DATA			
Fax Number:	(719)633-1518		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	719-473-3800		
Email:	jill.chalmers@bryancave.com, judi.cope@bryancave.com		
Correspondent Name:	Jill J. Chalmers		
Address Line 1:	90 South Cascade Avenue, Suite 1300		
Address Line 4:	Colorado Springs, COLORADO 80903		
ATTORNEY DOCKET NUMBER:	50142-01000		
NAME OF SUBMITTER:	Jill J. Chalmers		
Signature:	/jill j. chalmers/		

Date:

03/29/2012

Total Attachments: 2

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## TRADEMARK ASSIGNMENT AGREEMENT

This is a Trademark Assignment Agreement by and between JustEnough IP Holdings Limited, a British Virgin Islands limited company ("Assignor"), having a mailing address of Coastal Bldg., 2nd Floor, Wickams Cay II, Road Town Tortola, British Virgin Islands VG1 110, to Derek Krunen, an individual with an address of 6 Rockingham Drive, Newport Beach, California, 92660 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest, including, without limitation, common law trademark rights, in and to the trade name, logos, trademark, service mark and other designations of origin containing the term "AGAINSTWASTE", including, without limitation, the "AGAINSTWASTE" mark (the "Mark") including the federal service mark registration of the Mark in the United States therefor, as reflected on Exhibit A attached hereto (the "Registration").

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Mark and Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Mark and Registration, together with the goodwill symbolized by said Mark, and Assignor hereby agrees to take such other actions as are reasonably necessary to transfer and assign the Mark and Registration to Assignee, including, without limitation, filing this Trademark Assignment Agreement with the United States Patent and Trademark Office.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned this 23rd day of March, 2012.

JustEnough IP Holdings Limited

By Caroline Proctor  
Caroline Proctor, Vice President of Marketing

EXHIBIT A

Mark	Registration No.	Registration Date	Class	Services
AGAINSTWASTE	3,719,425	12/1/2009	35	Business management services, namely, demand management and inventory management including demand and inventory forecasting; customer demand and inventory planning, namely, providing data analysis services and consulting services relating to customer demand and inventory planning; business management in the nature of sales and operations planning; merchandise and assortment planning, namely, providing data analysis services and consulting services relating to merchandise and assortment planning; allocation services, namely, providing data analysis services and consulting services relating to allocation of inventory; sales promotions management; business management, namely, replenishment planning; business management in the nature of product distribution planning; vendor performance management, namely, providing data analysis services and consulting services related to vendor performance management; sales promotions planning; business management in the nature of production planning; providing business intelligence and analytics