

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
Modugno-Hortibec Inc.		03/01/2012	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Sure-Gro IP Inc.		
Street Address:	150 Savannah Oaks Drive, Suite 101		
City:	Brantford, Ontario		
State/Country:	CANADA		
Postal Code:	N3V 1E7		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3324251	MOISTURE MAGIC	
CORRESPONDENCE DATA			
Fax Number:	8602860115		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(860)286-2929		
Email:	TM-CT@cantorcolburn.com		
Correspondent Name:	George A. Pelletier, Jr.		
Address Line 1:	Cantor Colburn LLP		
Address Line 2:	20 Church Street, 22nd Floor		
Address Line 4:	Hartford, CONNECTICUT 06103-3207		
ATTORNEY DOCKET NUMBER:	SWA0228AUS (SWA0284TUS)		
DOMESTIC REPRESENTATIVE			
Name:	George A. Pelletier, Jr.		
Address Line 1:	Cantor Colburn LLP		

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Address Line 2: 20 Church Street, 22nd Floor
Address Line 4: Hartford, CONNECTICUT 06103-3207

NAME OF SUBMITTER:	George A. Pelletier, Jr.
Signature:	/gapjr/
Date:	04/25/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS Modugno-Hortibec Inc. (the "Assignor"), whose address is 4600, Cousens, Bureau 201, Saint-Laurent, Québec, Canada, H4S 1X3, is the owner of all right, title, and interest in and to the trademarks identified in Schedule "A" attached hereto and made part hereof, registered in the Canadian Intellectual Property Office and the United States Patent and Trademark Office (the "Trademarks");

WHEREAS Sure-Gro IP Inc. (the "Assignee"), whose address is 150 Savannah Oaks Drive, Suite 101, Brantford, Ontario, N3V 1E7, has purchased, pursuant to the IP Sale Agreement entered by and between the Assignor and the Assignee concurrently with the execution of this present Trademark Assignment, certain intellectual property rights of the Assignor, including the Trademarks, and the Assignor has agreed to transfer to the Assignee all right, title, and interest in and to the Trademarks, its registrations and all the goodwill attached thereto;

NOW THEREFORE for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby grants, assigns and conveys to and in favour of the Assignee all right, title, and interest in and to the Trademarks, the registrations, and all the goodwill associated with and symbolized by the Trademarks, and including the right to recover for damages and profits for past infringements thereof and the Assignee accepts this Assignment.

The Assignor and the Assignee have duly executed this Assignment as of the 1st day of March, 2012.

SURE-GRO IP INC.

Per: 

Jean Bélanger
Director

MODUGNO-HORTIBEC INC.

Per: 

Martin Noël
Director

SCHEDULE A
LIST OF TRADEMARKS

1. TRADEMARKS REGISTERED IN CANADA

Trademark	Application Number	Registration Number
ELEMENTS & Dessin	1,377,736	TMA744,096
MOISTURE MAGIC	1,301,375	TMA685,421
NCONTROL CONTROLLED-RELEASE NITROGEN AZOTE À LIBÉRATION CONTRÔLÉE	1,287,196	TMA685,695
NCONTROL CONTROLLED-RELEASE NITROGEN AZOTE À LIBÉRATION CONTRÔLÉE & Dessin	1,287,201	TMA685,694
SHAKE & GROW	1,454,495	---
TRIPLEACTION NPK	1,279,230	TMA681,317
TRIPLEACTION NPK & DESSIN	1,279,231	TMA681,154

2. TRADEMARKS REGISTERED IN THE UNITED STATES

Trademark	Application Number	Registration Number
MOISTURE MAGIC	78/884,572	3,324,251