

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 |
| Richard Mercer                                                                                                        |                                        | 10/17/2012                                   | INDIVIDUAL: |
| RECEIVING PARTY DATA                                                                                                  |                                        |                                              |             |
| Name:                                                                                                                 | Natural Chemistry L.P.                 |                                              |             |
| Street Address:                                                                                                       | 40 Richards Avenue                     |                                              |             |
| City:                                                                                                                 | Norwalk                                |                                              |             |
| State/Country:                                                                                                        | CONNECTICUT                            |                                              |             |
| Postal Code:                                                                                                          | 06854                                  |                                              |             |
| Entity Type:                                                                                                          | LIMITED PARTNERSHIP: DELAWARE          |                                              |             |
| PROPERTY NUMBERS Total: 1                                                                                             |                                        |                                              |             |
| Property Type                                                                                                         | Number                                 | Word Mark                                    |             |
| Registration Number:                                                                                                  | 3416472                                | SALT SHOCK                                   |             |
| CORRESPONDENCE DATA                                                                                                   |                                        |                                              |             |
| Fax Number:                                                                                                           | 2023318330                             |                                              |             |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                                        |                                              |             |
| Phone:                                                                                                                | 2023318800                             |                                              |             |
| Email:                                                                                                                | ipdocket@thompsonhine.com              |                                              |             |
| Correspondent Name:                                                                                                   | John W. Ryan                           |                                              |             |
| Address Line 1:                                                                                                       | 1919 M Street, NW                      |                                              |             |
| Address Line 2:                                                                                                       | Suite 700                              |                                              |             |
| Address Line 4:                                                                                                       | Washington, DISTRICT OF COLUMBIA 20036 |                                              |             |
| ATTORNEY DOCKET NUMBER:                                                                                               | 079101.00046                           |                                              |             |
| NAME OF SUBMITTER:                                                                                                    | Melanie D. De Mattia                   |                                              |             |
| Signature:                                                                                                            | /Melanie D. De Mattia/                 |                                              |             |

OP \$40.00 3416472

Date:

10/23/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Richard Mercer, of 19827 Cypresswood Estates Run, Spring, Texas 77373 (hereinafter "Assignor"), is the owner of the trademark therefor in the United States Patent and Trademark Office listed in Schedule A attached hereto.

WHEREAS, Natural Chemistry L.P., a limited partnership, having a place of business at 40 Richards Avenue, Norwalk, Connecticut 06854 (hereinafter "Assignee"), desires to acquire the entire right, title and interest in and to said trademark therefor.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark therefor, together with the good will of the business symbolized by said trademark.

IN WITNESS WHEREOF, Assignor, does hereby set his hand this 17 day of Oct, 2012.

  
Richard Mercer

**Schedule A -- List of Trademarks**

| <b>Mark</b>       | <b>Status</b>  | <b>Serial No.</b> | <b>Filing Date</b> | <b>Reg. No.</b>  | <b>Reg. Date</b>  |
|-------------------|----------------|-------------------|--------------------|------------------|-------------------|
| <b>SALT SHOCK</b> | <b>Granted</b> | <b>78/957,426</b> | <b>08/22/2006</b>  | <b>3,416,472</b> | <b>04/22/2008</b> |

Sale of SALT SHOCK Trademark

Whereas, Richard Mercer, of 19827 Cypresswood Estates Run, Spring TX, owns all rights for US Trademark Registration No. 3416472 for SALT SHOCK, and

Whereas, Natural Chemistry, LP., of 40 Richards Ave. 2<sup>nd</sup> Floor, Norwalk, CT 06854 is desirous of obtaining the same.

Therefore, the sale terms are:

A down payment of Twenty-five thousand dollars (\$25,000) (acknowledged as having been paid) and 2.5% of net sales (gross sales minus discounts and rebates, if any) of SALT SHOCK product in return for which all rights of Richard Mercer in SALT SHOCK are hereby transferred to Natural Chemistry, LP.


The down payment (acknowledged as having been paid) shall be made by September 30, 2012. The 2.5% or minimum payment will be made bi-annually each March 31 and September 30. Natural Chemistry, LP gives Richard Mercer the right to verify accuracy of the annual payments with bi-annual audits, if desired, if a request is made to do so writing.

Natural Chemistry, LP is aware that steps must be taken to maintain the validity of the mark and agrees to do so for at least the next twenty years including filing an assignment in the US Trademark Office to recognize this sale and change the name of ownership, filing a Statement of Use between five and six years after the registration or between April 22, 2013 and April 22, 2014. A renewal is then required at 10 years from registration and every ten years after that. Natural Chemistry, LP is also aware that additional filings may be made to increase the strength of the trademark and may do so optionally.

If Natural Chemistry, LP wishes to end use of the mark thereby ending the terms of this agreement, then Natural Chemistry, LP agrees to send by certified mail notification of abandonment of all rights in the trademark.

This agreement is governed by and is to be construed in accordance with the laws of the State of Texas.

  
Richard Mercer

  
Date

  
Debra Gordon, CFO  
Natural Chemistry, LP.

  
Date