

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HSBC Bank USA		12/12/2012	New York banking corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Lornamead Brands, Inc.		
Street Address:	175 Cooper Ave		
City:	Tonawanda		
State/Country:	NEW YORK		
Postal Code:	14150		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2078448	NATURAL WHITE	
Registration Number:	2652569	NATURAL WHITE EXTREME	
Registration Number:	2102103	RAPIDWHITE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	kroberts@hodgsonruss.com		
Correspondent Name:	R. Kent Roberts		
Address Line 1:	140 Pearl Street		
Address Line 2:	Suite 100		
Address Line 4:	Buffalo, NEW YORK 14202		
ATTORNEY DOCKET NUMBER:	073899.00000		
NAME OF SUBMITTER:	R. Kent Roberts		

CH \$90.00 2078448

Signature:	/R. Kent Roberts/
Date:	12/12/2012
Total Attachments: 1 source=rosi#page1.tif	

RELEASE OF SECURITY INTEREST

Whereas, a *Security Agreement And Assignment Of Trademarks and Service Marks* (the "Security Agreement") was executed on March 7, 2003 by Lornamead Brands, Inc. ("LBI"), a Delaware corporation;

Whereas the Security Agreement identified the "Secured Party" as HSBC Bank USA, a New York banking corporation with an office at One HSBC Center, Buffalo, New York;

Whereas the Security Agreement was recorded with the United States Patent and Trademark Office ("USPTO") and appears at Reel 002696/Frames 0135 through 0161;

Now, HSBC Bank USA hereby states and confirms that the security interest described in the Security Agreement has been released, and that this *Release Of Security Interest* may be filed with any and all entities, including the USPTO, in order to evidence LBI's release from the Security Agreement.

HSBC Bank USA

By: Ed Mielcarek

Name: Ed Mielcarek

Title: Assistant Vice President

Dated: 12/12/12

STATE OF NEW YORK)

)ss.

COUNTY OF ERIE)

On December 12, 2012, before me, Susan H Murphy,
personally appeared Ed Mielcarek, who is personally known
to me or who proved to me on the basis of satisfactory evidence to be the individual whose name
is subscribed to this document and acknowledged to me that s/he executed this document in
her/his capacity as an officer of HSBC Bank USA, and that by her/his signature on this
document, HSBC Bank USA executed this document.

Susan H Murphy
Notary Public

SUSAN H. MURPHY
No. 01MU5015888
Notary Public, State of New York
Qualified in Erie County
My Commission Expires Aug. 2, 2013

000160 00609 Business 10622148v1