

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
John Masters		03/13/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	John Masters Organics, Inc.		
Street Address:	125 Main Street		
City:	Stamford		
State/Country:	NEW YORK		
Postal Code:	12167		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2127279	JOHN MASTERS	
Registration Number:	2114300	SUPER NATURAL BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	2027393001		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202-739-3000		
Email:	jennifer.evans@morganlewis.com		
Correspondent Name:	Morgan, Lewis & Bockius LLP		
Address Line 1:	1111 Pennsylvania Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	031826-0001		
NAME OF SUBMITTER:	Jennifer C. Evans		
Signature:	/jce/		
Date:	09/03/2013		
Total Attachments: 1 source=17 Trademark and Service Mark Assignment#page1.tif			

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TRADEMARK AND SERVICE MARK ASSIGNMENT

John Masters, an individual resident at 468 Springtown Road, New Paltz New York ("Mr. Masters"), owns the following trademark and service mark and associated registrations in the United States: the mark JOHN MASTERS, U.S. Reg. No. 2127279, and the mark SUPER NATURAL BEAUTY, U.S. Reg. No. 2114300 (collectively, the "Marks"), which Marks have been licensed to John Masters Organics, Inc., a New York corporation (the "Company").

Company desires to acquire and own these Marks, along with the trademark and service mark registrations, the business and goodwill associated with the Marks, and any and all rights emanating from the registrations for the Marks;

For good and valuable consideration, receipt of which is hereby acknowledged, Mr. Masters hereby assigns to Company all his right, title and interest in and to the Marks, together with the business and goodwill associated with the Marks. This assignment includes the right to sue and recover damages for past and future infringements in any court and/or to bring any proceeding for cancellation or opposition based on the Marks. Company's right, title and interest in the Marks shall be held and enjoyed by Company and Company's successors and assigns as fully and exclusively as they would have been held and enjoyed by Mr. Masters had this assignment not been made.

This Agreement is effective as of the date executed by Mr. Masters below.

John Masters

Date:

3/19/13