

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
World One Trading		12/19/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Faria Limited LLC		
Street Address:	170 Broad Street		
City:	New London		
State/Country:	CONNECTICUT		
Postal Code:	06320		
Entity Type:	LIMITED LIABILITY COMPANY: CONNECTICUT		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3815613	DR.SHEFFIELD'S BODY FOOD & NUTRITION	
Registration Number:	3926507	DR.SHEFFIELD'S HAIR & SKIN FOOD	
CORRESPONDENCE DATA			
Fax Number:	2127045987		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2127046000		
Email:	karl.zielaznicki@troutmansanders.com		
Correspondent Name:	Troutman Sanders LLP		
Address Line 1:	600 Peachtree St., NE		
Address Line 2:	c/o TM DKT CLK (KMZ)		
Address Line 4:	Atlanta, GEORGIA 30308-2216		
ATTORNEY DOCKET NUMBER:	237981.000011		
NAME OF SUBMITTER:	Karl M. Zielaznicki, Esq.		

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Signature:	/kmz/
Date:	12/27/2013
Total Attachments: 4 source=sheffieldDocument#page1.tif source=sheffieldDocument#page2.tif source=sheffieldDocument#page3.tif source=sheffieldDocument#page4.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of December 19, 2013, by and between, World One Trading, a California limited liability company, having a mailing address located at 9512 Miramar Road, San Diego, CA 92126 ("Assignor"), and Faria Limited LLC, a Connecticut limited liability company, having a mailing address located at 170 Broad Street, New London, CT 06320 ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of Federal Trademark Registrations for the trademarks DR. SHEFFIELD'S BODY FOOD & NUTRITION and DR. SHEFFIELD'S HAIR & SKIN FOOD more fully set forth on Exhibit A hereto which is hereby incorporated by reference (collectively, the "Trademarks"); and

WHEREAS Assignor desires to transfer and assign and Assignee wishes to acquire and accept, all of Assignor's right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor does hereby sell, assign, transfer and convey and deliver to Assignee, free and clear of all liens and other encumbrances, and Assignee hereby accepts, all of Assignor's worldwide right, title and interest in and to the Trademarks and any and all goodwill in or relating to the same, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, designees, nominees and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, together with the right to bring all causes of action (in law or equity), claims or demands relating to ownership and rights in and to the Trademarks including, without limitation, past, present, or future infringement, dilution, conversion or misappropriation actions along with the right to seek, recover and retain any damages.

Each of the parties hereto shall execute, acknowledge and deliver such other documents and instruments and take such further actions as may be reasonably required or desired to carry out the provisions hereof and give effect to the transactions contemplated under this Assignment.

This Assignment shall be binding upon and inure to the benefit of Assignor, Assignee and their respective successors and assigns.

Except where Federal law applies, this Assignment shall be governed by and construed in accordance with the applicable laws pertaining in the State of New York, without regard to its conflicts of law or choice of law provisions that defer to the substantive laws of another jurisdiction.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by a duly authorized representative to be effective as of the date set forth above.

WORLD ONE TRADING

By: Hayou Baba

Name: HOMAYOUN Baba 12-19-2013

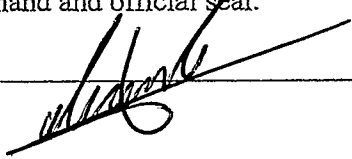
Title: owner

STATE OF CALIFORNIA)
)
COUNTY OF San Diego)

On December 18th 2013, before me, Alex Melgoza, a Notary Public, personally appeared Homayoun Baba, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature 

SEAL



Continued on the next page

ACCEPTED AND AGREED:

FARIA LIMITED LLC

By: Thomas H Faria

Name: Thomas H Faria

Title: Managing Member

STATE OF CONNECTICUT)

) ss: New London, CT

NEW LONDON COUNTY)

On this 20 day of December 2013 before me personally appeared THOMAS H FARIA, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of FARIA LIMITED LLC, who being by me duly sworn did depose and say that he/she is an authorized attorney in fact of said corporation, that the said instrument was signed on behalf of said corporation as authorized by its Board of Directors and that he/she acknowledged said instrument to be the free act and deed of said corporation.

Thomas H Faria
Notary Public

CHRISTINE LACOURSIERE
NOTARY PUBLIC
MY COMMISSION EXPIRES APR. 30, 2018

EXHIBIT A

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
DR.SHEFFIELD'S BODY FOOD & NUTRITION	3,815,613	July 6, 2010
DR. SHEFFIELD'S HAIR & SKIN FOOD	3,926,507	March 1, 2011