

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM302609

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sierra Retail Partners, Inc.		11/19/2013	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cell-nique Corporation		
<b>Doing Business As:</b>	Healthy Brands Collective Corporation		
<b>Street Address:</b>	65 East Ave, 3rd Fl		
<b>City:</b>	Norwalk		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06880		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85885182	LISA'S KITCHEN	
<b>Registration Number:</b>	3707512	LISA'S ORGANICS · FARM-DIRECT HAND-SELEC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	203 222 7449		
<b>Email:</b>	gail@berrittlaw.com		
<b>Correspondent Name:</b>	Gail Berritt		
<b>Address Line 1:</b>	9 Berndale Drive		
<b>Address Line 4:</b>	Westport, CONNECTICUT 06880		
<b>NAME OF SUBMITTER:</b>	Gail Berritt		
<b>SIGNATURE:</b>	/Gail Berritt/		
<b>DATE SIGNED:</b>	04/25/2014		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of November 19, 2013, by Sierra Retail Partners, Inc., a California corporation with offices at PO Box 987 Carmelian Bay, California 96140 ("Assignor") in favor of Cell-nique Corporation dba Healthy Brands Collective Corporation, a Delaware corporation with offices at 65 East Ave, 3<sup>rd</sup> Fl, Norwalk, CT 06851 ("Assignee").

Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the trademarks on Schedule A below and all rights therein provided by international conventions and treaties, and the goodwill of the business symbolized thereby, for valuable consideration received. This assignment includes the right to sue and recover damages for past and future infringements and to bring any action or proceeding in connection with the trademarks in the U.S. Patent and Trademark Office or other tribunal of competent jurisdiction.

Assignor shall, at Assignee's expense, take all actions and execute all documents necessary or desirable to perfect the interest of Assignee in and to the trademarks, and shall not enter into any agreement in conflict with this Assignment.

Sierra Retail Partners, Inc.

By: 

Name: MARK GRIFFIN

Title: PRESIDENT

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**SCHEDULE A**

**Trademarks**

LISA'S KITCHEN and Design - Ser. No. 85885182

LISA'S ORGANICS - FARM-DIRECT HAND-SELECTED and Design - Reg. No.  
3707512