

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332511

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Native Remedies, LLC		02/06/2015	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Silver Star Brands, Inc.		
Street Address:	1 East Weaver Street		
City:	Greenwich		
State/Country:	CONNECTICUT		
Postal Code:	06831		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3448548	NATIVE REMEDIES	
Registration Number:	3508330	PETALIVE	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212.813.5900		
Email:	assignments@fzlj.com		
Correspondent Name:	Susan Upton Douglass		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	866 United Nations Plaza		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	SLVE 1501287		
NAME OF SUBMITTER:	Karen Lim		
SIGNATURE:	/joseph gerber/		
DATE SIGNED:	02/18/2015		
Total Attachments: 2			
source=NATURAL REMEDIES and PETALIVE Signed Assignment from Native Remedies to Silver Star Brands (F1628386x96B9E)#page1.tif			

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TRADEMARK ASSIGNMENT
(February 6, 2015)

PARTIES:

- (1) "The Assignor," Native Remedies, LLC, a limited liability company organized under the laws of the State of Florida.
- (2) "The Assignee" Silver Star Brands, Inc., a corporation organized under the laws of the State of Wisconsin.

WHEREAS


- (A) The Assignor is the owner of all of the right, title and interest in and to the Trademark Registrations and Applications listed on Schedule 1 (the "Trademarks").
- (B) The Assignee is desirous of acquiring the Trademarks and the goodwill associated with the Trademarks and the identified registrations therefor.
- (C) The Assignor wishes to assign to Assignee any and all existing rights Assignor holds in the Trademarks and the goodwill associated with the Trademarks and the identified registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill associated with the Trademarks and the registrations therefore, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Assignor agrees to take any steps reasonably necessary, at Assignee's expense, to assist Assignee in showing the U.S. Patent and Trademark Office or any other official entity that the Trademarks have been used in connection with the goods or services for which registration has been made, and to otherwise evidence assignment of the Trademarks. Assignee will bear all costs for the recordation of the assignment of Trademarks in all jurisdictions.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment effective as of the day and year first set forth above.

NATIVE REMEDIES, LLC

By: 
Name: George Luntz
Title: Chief Executive Officer

SILVER STAR BRANDS, INC.

By: 
Name: Tim Kolbeck
Title: Vice President Finance

Schedule 1

NATIVE REMEDIES, United States Patent and Trademark Office Registration number: 3448548

PET ALIVE, United States Patent and Trademark Office Registration number: 3508330

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