

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM512614

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Totally Natural Treatments, Inc.	FORMERLY d/b/a Nature's Specialties	03/01/2019	Corporation: CALIFORNIA

RECEIVING PARTY DATA

Name:	Nature's Specialties, LLC
Street Address:	168 East Freedom Avenue
City:	Anaheim
State/Country:	CALIFORNIA
Postal Code:	92801
Entity Type:	Corporation: DELAWARE Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 57

Property Type	Number	Word Mark
Registration Number:	2093196	
Registration Number:	3435699	EZ SHED
Registration Number:	3510244	SUPER EZ DEMATT
Registration Number:	3345873	ALMOND CRISP
Registration Number:	3257307	ALMOND ESSENCE
Registration Number:	2495631	AUTUMN MIST
Registration Number:	5065904	BARKLE & SHINE
Registration Number:	3070134	BERRY GENTLE
Registration Number:	5392716	BLUEBERRY DEW
Registration Number:	2123234	CITRU-MELA PLUS
Registration Number:	2123235	DERMA TREAT
Registration Number:	2091311	DERMA-DYNE
Registration Number:	4764795	DIVINE SHINE
Registration Number:	2495632	ENCHANTED MIST
Registration Number:	4476969	EZ OUT
Registration Number:	2997322	FOO-FOO
Registration Number:	2404133	FRESH & FANCY
Registration Number:	3760022	HAIR RAISER
Registration Number:	3031485	HYPO "ALOE" GENIC

OP \$1440.00 2093196

Property Type	Number	Word Mark
Registration Number:	2956207	KENNEL KLEAN
Registration Number:	3189849	LAV-N-DERM
Registration Number:	2756668	MAXI-MOIST
Registration Number:	2901909	MEDI-AID
Registration Number:	2747795	MEDI-TAR
Registration Number:	3189850	MYSTIC LAVENDER
Registration Number:	2093197	NATURE'S SPECIALTIES
Registration Number:	4155967	OAT-BATH
Registration Number:	3007386	ORAL FRESH
Registration Number:	5192933	PAWPIN' BLUEBERRY
Registration Number:	4642575	PEACHY PERFECT
Registration Number:	2991977	PET CARE CONCEPTS
Registration Number:	4136507	PLUM CRAZY
Registration Number:	2467338	PLUM SILKY
Registration Number:	3794365	PLUM-TASTIC
Registration Number:	4376934	PUP-A-LADA
Registration Number:	4415188	PUPPY COLADA
Registration Number:	2962675	QUICK RELIEF
Registration Number:	4362084	QUICK RESCUE
Registration Number:	2091310	QUICKER SLICKER
Registration Number:	5065900	SCREAMIN' BLUEBERRY
Registration Number:	4928157	SHEABLAST
Registration Number:	4800767	SHEAMORA
Registration Number:	4796447	SHEAZAM
Registration Number:	2419114	SILK-N-FINISH
Registration Number:	3017392	SIMPLY PLUM
Registration Number:	3751349	SPEEDY GROOM
Registration Number:	2830327	SUN- TAMER
Registration Number:	2693809	SUN-GUARD
Registration Number:	3783344	SUPER "REMEDY"
Registration Number:	3003839	THE NATURAL CHOICE OF PROFESSIONAL GROOM
Registration Number:	5397877	TOP'N BLUEBERRY
Registration Number:	5065871	VANTABLACK NIGHT
Registration Number:	2415715	WHAM
Registration Number:	2091309	WONDER SPRAY
Registration Number:	2778185	YARD DOG
Registration Number:	2419081	SWEET & SASSY
Registration Number:	5341344	SWEET PASSION

CORRESPONDENCE DATA**Fax Number:** 6124927077*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.***Phone:** 6124927707**Email:** enewby@fredlaw.com**Correspondent Name:** Emma Newby**Address Line 1:** Fredrikson & Byron, P.A.**Address Line 2:** 200 South Sixth Street**Address Line 4:** Minneapolis, MINNESOTA 55402

NAME OF SUBMITTER:	Emma Newby
SIGNATURE:	/Emma Newby/
DATE SIGNED:	03/04/2019

Total Attachments: 7

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made as of March 1, 2019 by Totally Natural Treatments, Inc. d/b/a Nature's Specialties, a California corporation, with an address at 422 North Smith Avenue, Corona, California 92280 ("Assignor"), in favor of Nature's Specialties, LLC, with an address at 168 East Freedom Avenue, Anaheim, California 92801 ("Assignee").

Assignor and Assignee are parties to the Asset Purchase Agreement dated March 1, 2019 (the "Purchase Agreement"), whereby Assignor has agreed to assign the trademarks and trademark registrations set forth on Exhibit A, and has agreed to execute and deliver this Assignment for recording with governmental authorities including, but not limited to, the United States Patent and Trademark Office.

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

1. Assignment. Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the trademarks and trademark registrations, and all extensions and renewals thereof, set forth on Exhibit A hereto, provided that, with respect to the United States intent-to-use trademark applications set forth on Exhibit A, if any, the transfer of such applications accompanies, pursuant to the Purchase Agreement, the transfer of Assignor's business, or portion of the business to which the trademark pertains, and that business is ongoing and existing (collectively the "Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment upon request by Assignee. Following the date hereof, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence or perfect the assignment of the assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Assignment. This Assignment shall be binding upon and inure to the benefit of the parties to this Assignment and their successors and assigns.

4. Counterparts. This Assignment may be executed in multiple counterparts, all of which shall be considered one and the same agreement and shall become effective when one or more counterparts have been signed by each of the parties delivered to the other party, it being understood that all parties need not sign the same counterpart. Copies of this Assignment with signatures transmitted by facsimile or electronically (e.g., pdf) shall be deemed to be original signed versions of this Assignment.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first written above.

Assignor:

**TOTALLY NATURAL TREATMENTS,
INC. D/B/A NATURE'S SPECIALTIES**

By: 

Name: Mary J. Meeks Ritter

Its: Chief Executive Officer

AGREED TO AND ACCEPTED:

Assignee:

NATURE'S SPECIALTIES, LLC

By: _____

Name: Brian Etter

Its: President and Chief Executive Officer

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first written above.

Assignor:

**TOTALLY NATURAL TREATMENTS,
INC. D/B/A NATURE'S SPECIALTIES**

By: _____

Name: Mary J. Meeks Ritter

Its: Chief Executive Officer

AGREED TO AND ACCEPTED:

Assignee:

NATURE'S SPECIALTIES, LLC

By:  _____

Name: Brian Etter

Its: President and Chief Executive Officer

[Signature Page to Trademark Assignment]

**EXHIBIT A
TO TRADEMARK ASSIGNMENT**

Trademark	Serial/ Reg. No	Filing/ Reg. Date	Country
	App 21157900 Reg 21157900	App 31-AUG-2016 Reg 28-OCT-2017	China
	App 21157899 Reg 21157899	App 31-AUG-2016 Reg 28-OCT-2017	China
NATURES SPECIALTIES	App 13532763	App 13-NOV-2013	China
PLUM SILKY	App 13532762 Reg 13532762	App 13-NOV-2013 Reg 28-JAN-2015	China
PLUM-CRAZY	App 13532761 Reg 13532761	App 13-NOV-2013 Reg 07-FEB-2015	China
NATURE'S SPECIALTIES	App 13128145 Reg 13128145	App 30-JUL-2014 Reg 23-DEC-2014	European Union
	App 303890881 Reg 303890881	App 01-SEP-2016 Reg 01-SEP-2016	Hong Kong
NATURE'S SPECIALTIES	App 2783941	App 31-JUL-2014	India
NATURE'S SPECIALTIES	App 2014-064179 Reg 5722684	App 31-JUL-2014 Reg 28-NOV-2014	Japan
NATURE'S SPECIALISTS	App 2014725423 Reg 555964	App 30-JUL-2014 Reg 28-OCT-2015	Russian Federation
NATURE'S SPECIALTIES	App 40-2012-0032201 Reg 4009933470000	App 17-MAY-2012 Reg 05-SEP-2013	South Korea
FLUFF & PUFF	App 40-2017-0049615 Reg 4013267270000	App 18-APR-2017 Reg 31-JAN-2018	South Korea
PLUM SILKY	App 40-2012-0031232 Reg 4009875670000	App 14-MAY-2012 Reg 08-AUG-2013	South Korea
SHEAZAM	App 40-2017-0049614 Reg 4013267260000	App 18-APR-2017 Reg 31-JAN-2018	South Korea

Trademark	Serial/ Reg. No	Filing/ Reg. Date	Country
	App 75171357 Reg 2093196	App 23-SEP-1996 Reg 02-SEP-1997	U.S.
EZ SHED	App 77301050 Reg 3435699	App 10-OCT-2007 Reg 27-MAY-2008	U.S.
<i>Super</i> EZ DDMATT	App 77301052 Reg 3510244	App 10-OCT-2007 Reg 30-SEP-2008	U.S.
ALMOND CRISP	App 78842802 Reg 3345873	App 21-MAR-2006 Reg 27-NOV-2007	U.S.
ALMOND ESSENCE	App 78844760 Reg 3257307	App 23-MAR-2006 Reg 26-JUN-2007	U.S.
AUTUMN MIST	App 75875845 Reg 2495631	App 19-DEC-1999 Reg 09-OCT-2001	U.S.
BARKLE & SHINE	App 86866174 Reg 5065904	App 05-JAN-2016 Reg 18-OCT-2016	U.S.
BERRY GENTLE	App 78378139 Reg 3070134	App 03-MAR-2004 Reg 21-MAR-2006	U.S.
BLUEBERRY DEW	App 87240707 Reg 5392716	App 17-NOV-2016 Reg 30-JAN-2018	U.S.
CITRU-MELA PLUS	App 75171360 Reg 2123234	App 23-SEP-1996 Reg 23-DEC-1997	U.S.
DERMA TREAT	App 75171361 Reg 2123235	App 23-SEP-1996 Reg 23-DEC-1997	U.S.
DERMA-DYNE	App 75171367 Reg 2091311	App 23-SEP-1996 Reg 26-AUG-1997	U.S.
DIVINE SHINE	App 85361201 Reg 4764795	App 30-JUN-2011 Reg 30-JUN-2015	U.S.
ENCHANTED MIST	App 75875846 Reg 2495632	App 19-DEC-1999 Reg 09-OCT-2001	U.S.
EZ OUT	App 85797751 Reg 4476969	App 07-DEC-2012 Reg 04-FEB-2014	U.S.
FOO-FOO	App 78378990 Reg 2997322	App 04-MAR-2004 Reg 20-SEP-2005	U.S.
FRESH & FANCY	App 75861360 Reg 2404133	App 01-DEC-1999 Reg 14-NOV-2000	U.S.
HAIR RAISER	App 77664500 Reg 3760022	App 05-FEB-2009 Reg 16-MAR-2010	U.S.
HYPO "ALOE" GENIC	App 78382822 Reg 3031485	App 11-MAR-2004 Reg 20-DEC-2005	U.S.

Trademark	Serial/ Reg. No	Filing/ Reg. Date	Country
KENNEL KLEAN	App 78380553 Reg 2956207	App 08-MAR-2004 Reg 24-MAY-2005	U.S.
LAV-N-DERM	App 78363494 Reg 3189849	App 05-FEB-2004 Reg 26-DEC-2006	U.S.
MAXI-MOIST	App 76071274 Reg 2756668	App 15-JUN-2000 Reg 26-AUG-2003	U.S.
MEDI-AID	App 76070661 Reg 2901909	App 15-JUN-2000 Reg 09-NOV-2004	U.S.
MEDI-TAR	App 76070966 Reg 2747795	App 15-JUN-2000 Reg 05-AUG-2003	U.S.
MYSTIC LAVENDER	App 78363495 Reg 3189850	App 05-FEB-2004 Reg 26-DEC-2006	U.S.
NATURE'S SPECIALTIES	App 75171366 Reg 2093197	App 23-SEP-1996 Reg 02-SEP-1997	U.S.
OAT-BATH	App 85361196 Reg 4155967	App 30-JUN-2011 Reg 05-JUN-2012	U.S.
ORAL FRESH	App 78382834 Reg 3007386	App 11-MAR-2004 Reg 18-OCT-2005	U.S.
PAWPIN' BLUEBERRY	App 87059835 Reg 5192933	App 03-JUN-2016 Reg 25-APR-2017	U.S.
PEACHY PERFECT	App 86170977 Reg 4642575	App 21-JAN-2014 Reg 18-NOV-2014	U.S.
PET CARE CONCEPTS	App 78378992 Reg 2991977	App 04-MAR-2004 Reg 06-SEP-2005	U.S.
PLUM CRAZY	App 85221459 Reg 4136507	App 19-JAN-2011 Reg 01-MAY-2012	U.S.
PLUM SILKY	App 75876216 Reg 2467338	App 19-DEC-1999 Reg 10-JUL-2001	U.S.
PLUM-TASTIC	App 77667661 Reg 3794365	App 10-FEB-2009 Reg 25-MAY-2010	U.S.
PUP-A-LADA	App 85316055 Reg 4376934	App 09-MAY-2011 Reg 30-JUL-2013	U.S.
PUPPY COLADA	App 85221467 Reg 4415188	App 19-JAN-2011 Reg 08-OCT-2013	U.S.
QUICK RELIEF	App 78380519 Reg 2962675	App 08-MAR-2004 Reg 14-JUN-2005	U.S.
QUICK RESCUE	App 85533326 Reg 4362084	App 03-FEB-2012 Reg 02-JUL-2013	U.S.
QUICKER SLICKER	App 75171362 Reg 2091310	App 23-SEP-1996 Reg 26-AUG-1997	U.S.
SCREAMIN' BLUEBERRY	App 86866146 Reg 5065900	App 05-JAN-2016 Reg 18-OCT-2016	U.S.
SHEABLAST	App 86298271 Reg 4928157	App 02-JUN-2014 Reg 29-MAR-2016	U.S.
SHEAMORA	App 86298279	App 02-JUN-2014	U.S.

Trademark	Serial/ Reg. No	Filing/ Reg. Date	Country
	Reg 4800767	Reg 25-AUG-2015	
SHEAZAM	App 86298269 Reg 4796447	App 02-JUN-2014 Reg 18-AUG-2015	U.S.
SILK-N-FINISH	App 75875848 Reg 2419114	App 19-DEC-1999 Reg 09-JAN-2001	U.S.
SIMPLY PLUM	App 78378989 Reg 3017392	App 04-MAR-2004 Reg 22-NOV-2005	U.S.
SPEEDY GROOM	App 77664472 Reg 3751349	App 05-FEB-2009 Reg 23-FEB-2010	U.S.
SUN- TAMER	App 76091541 Reg 2830327	App 18-JUL-2000 Reg 06-APR-2004	U.S.
SUN-GUARD	App 76090825 Reg 2693809	App 18-JUL-2000 Reg 04-MAR-2003	U.S.
SUPER "REMEDY"	App 77664499 Reg 3783344	App 05-FEB-2009 Reg 04-MAY-2010	U.S.
SWEET & SASSY	App 75861765 Reg 2419081	App 01-DEC-1999 Reg 09-JAN-2001	U.S.
SWEET PASSION	App 86867652 Reg 5341344	App 06-JAN-2016 Reg 21-NOV-2017	U.S.
THE NATURAL CHOICE OF PROFESSIONAL GROOMERS	App 78378143 Reg 3003839	App 03-MAR-2004 Reg 04-OCT-2005	U.S.
TOP'N BLUEBERRY	App 87346904 Reg 5397877	App 23-FEB-2017 Reg 06-FEB-2018	U.S.
VANTABLACK NIGHT	App 86854488 Reg 5065871	App 18-DEC-2015 Reg 18-OCT-2016	U.S.
WHAM	App 75875847 Reg 2415715	App 19-DEC-1999 Reg 26-DEC-2000	U.S.
WONDER SPRAY	App 75171358 Reg 2091309	App 23-SEP-1996 Reg 26-AUG-1997	U.S.
YARD DOG	App 76070938 Reg 2778185	App 15-JUN-2000 Reg 28-OCT-2003	U.S.