

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Assignment of an undivided one-half interest in Assignor's interest | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| efoodsafety.com, Inc. | | 05/10/2006 | CORPORATION: NEVADA |
| RECEIVING PARTY DATA | | | |
| Name: | Charlston Kentrist 41 Direct, Inc. | | |
| Doing Business As: | DBA CK41 Direct, Inc. | | |
| Street Address: | 170 Hamilton Avenue | | |
| Internal Address: | Suite 212 | | |
| City: | White Plains | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10601 | | |
| Entity Type: | CORPORATION: NEVADA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2257438 | PUREFFECT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (215)864-9227 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 215-864-8207 | | |
| Email: | bischoff@ballardspahr.com | | |
| Correspondent Name: | Jamie B. Bischoff | | |
| Address Line 1: | 1735 Market Street | | |
| Address Line 2: | 51st Floor | | |
| Address Line 4: | Philadelphia, PENNSYLVANIA 19103-7599 | | |
| ATTORNEY DOCKET NUMBER: | 074278 | | |
| NAME OF SUBMITTER: | Jamie B. Bischoff | | |

CH \$40.00 2257438

Signature:

/Jamie B. Bischoff/

Date:

05/31/2006

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, efoodsafety.com, Inc. ("Assignor"), a Nevada corporation, is the owner of the trademark PUREFFECT® (the "Mark"), and Registration No. 2,257,438 (the "Registration"), recently acquired from Christine Valmy, Inc., and

WHEREAS, Charlston Kentrist 41 Direct, Inc. d/b/a CK41 Direct, Inc., a Nevada corporation (the "Assignee"), is desirous of working with Assignor to develop additional PUREFFECT products; and

WHEREAS, Assignor and Assignee wish to jointly own the Mark, the Registration, and all future PUREFFECT marks and registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells and assigns to Assignee, its successors and assigns, an undivided one-half interest in Assignor's entire right, title, and interest in and to such Mark and Registration, and all future PUREFFECT marks and registrations obtained therefor, including without limitation all goodwill of the business applicable thereto, and all renewals thereof that may be obtained under the laws now or hereafter in force and effect in the United States of America and any other country or countries; and Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all registrations and renewals resulting therefrom jointly in the name of Assignor and Assignee.

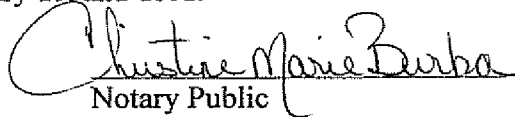
IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, hereunto sets its hand and seal this 10 day of May, 2006.

efoodsafety.com, Inc.

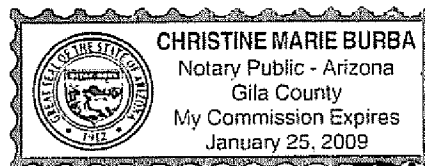


By: Patricia Gruden
Its: President

On the day above written, before me a Notary Public in and for the State and county aforesaid, personally appeared the above-named Patricia Gruden to me well known and known by me to the person of the above name who signed and sealed the foregoing instrument, and acknowledged the same to be her voluntary act and deed.


Notary Public

My commission expires: Jan. 25, 2009



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