

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 04/17/2007 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|----------------------------|----------|----------------|-----------------------|
| PUREWORLD BOTANICALS, INC. | | 04/17/2007 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

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|-----------------|---------------------------------|
| Name: | NATUREX SOCIETE ANONYME |
| Street Address: | ZAC Pole Technologique Agroparc |
| City: | Montfavet, Avignon F-84140 |
| State/Country: | FRANCE |
| Entity Type: | COMPANY: FRANCE |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------------|---------|------------|
| Registration Number: | 2444642 | HYPERIPURE |

CORRESPONDENCE DATA

Fax Number: (713)223-4873
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Email: mail@egbertlawoffices.com
 Correspondent Name: John S. Egbert
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ATTORNEY DOCKET NUMBER: 1811-152

DOMESTIC REPRESENTATIVE

Name: John S. Egbert
 Address Line 1: 412 Main St., 7th Floor
 Address Line 4: Houston, TEXAS 77002

OP \$40.00 2444642

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|---|----------------|
| NAME OF SUBMITTER: | John S. Egbert |
| Signature: | /1811-152/ |
| Date: | 04/30/2007 |
| Total Attachments: 1 source=1811-152 Assignment.HYPERIPURE#page1.tif | |

NUNC PRO TUNC ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS PUREWORLD BOTANICALS, INC. ("Assignor"), a corporation of Delaware, has adopted and uses the trademark "HYPERIPURE", which is the subject of a registration in the United States Patent and Trademark Office, U.S. Registration No. 2,444,642, registered on April 17, 2001; and

WHEREAS NATUREX, SOCIÉTÉ ANONYME ("Assignee") a French company, of ZAC Pôle Technologique Agroparc, Montfavet, Avignon, France F-84140, is desirous of acquiring said trademark and the registration thereof:

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to the trademark and the registration, together with the good will of the business symbolized by the trademark, *nunc pro tunc*, effective this 17th day of April, 2007.

NATUREX, SOCIÉTÉ ANONYME

By: _____
Name: _____
Title: _____

