

**TRADEMARK ASSIGNMENT**

Electronic 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**

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:	2053607	KAVAPURE

**CORRESPONDENCE DATA**

Fax Number: (713)223-4873  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 713-224-8080  
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 Correspondent Name: John S. Egbert  
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ATTORNEY DOCKET NUMBER: 1811-154

**DOMESTIC REPRESENTATIVE**

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

OP \$40.00 2053607

NAME OF SUBMITTER:	John S. Egbert
Signature:	/1811-154/
Date:	04/30/2007
Total Attachments: 1 source=1811-154 Assignment.KAVAPURE#page1.tif	

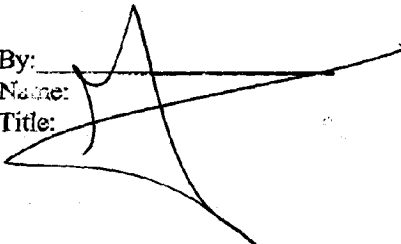
**NUNC PRO TUNC ASSIGNMENT OF TRADEMARK REGISTRATION**

WHEREAS PUREWORLD BOTANICALS, INC. ("Assignor"), a corporation of Delaware, has adopted and uses the trademark "KAVAPURE", which is the subject of a registration in the United States Patent and Trademark Office, U.S. Registration No. 2,053,607, registered on April 15, 1997; 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 17 day of April, 2007.

NATUREX, SOCIÉTÉ ANONYME

By:   
Name:  
Title: