

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
PURE WORLD, 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:	2441276	OLIVEPURE

CORRESPONDENCE DATA

Fax Number: (713)223-4873
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 713-224-8080
 Email: mail@egbertlawoffices.com
 Correspondent Name: John S. Egbert
 Address Line 1: 412 Main St.
 Address Line 4: Houston, TEXAS 77002

ATTORNEY DOCKET NUMBER: 1811-128

DOMESTIC REPRESENTATIVE

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

OP \$40.00 2441276

NAME OF SUBMITTER:	John S. Egbert
Signature:	/1811-128/
Date:	04/30/2007
Total Attachments: 1 source=1811-128 Assignment.OLIVEPURE#page1.tif	

NUNC PRO TUNC ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS PURE WORLD, INC. ("Assignor"), a corporation of Delaware, has adopted and uses the trademark "OLIVEPURE", which is the subject of a registration in the United States Patent and Trademark Office, U.S. Registration No. 2,441,276, registered on April 3, 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: Jacques DIKANSKY
Name:
Title: President and CEO

