

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
EAT IT Corp.		02/08/2011	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	John Ra		
<b>Street Address:</b>	271 Boscombe Avenue		
<b>City:</b>	Staten Island		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10309		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3697463	S SALUTTI	
Registration Number:	3796072	ALOEVINE	
Registration Number:	3905220	ALOVITA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)784-5777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-784-5805		
<b>Email:</b>	trademarks@hblaw.com		
<b>Correspondent Name:</b>	Darren W. Saunders		
<b>Address Line 1:</b>	Seven Times Square, 44th Floor		
<b>Address Line 2:</b>	Hiscock & Barclay LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	713634.3041939		
<b>NAME OF SUBMITTER:</b>	Darren W. Saunders		

OP \$90.00 3697463

900183975

**TRADEMARK**  
 REEL: 004476 FRAME: 0055

Signature:	/Darren W. Saunders/
Date:	02/10/2011
Total Attachments: 2 source=Trademark Assignment#page 1.tif source=Trademark Assignment#page2.tif	

**TRADEMARK ASSIGNMENT**

**WHEREAS, EAT IT Corp.**, a corporation organized under the laws of the state of New York, having a place of business at 4002 2<sup>nd</sup> Avenue, Brooklyn, New York 11232 (hereinafter "Assignor") is the owner of all right, title and interest, including all common law rights in and to the trademarks identified in Schedule A hereto, together with all applications and registrations therefor (hereinafter "Trademarks"), and the good will of the business connected with the use of and symbolized by the Trademarks;

**WHEREAS, John Ra**, a United States citizen residing at 271 Boscombe Avenue, Staten Island, New York 10309 (hereinafter "Assignee") wishes to acquire the Trademarks, together with the goodwill of the business appurtenant to, and symbolized by, the Trademarks; and

**WHEREAS**, Assignor wishes to assign its rights, title and interest to the Trademarks together with the goodwill of the business appurtenant to and symbolized by the Trademarks, and Assignee wishes to acquire all of Assignor's rights in and to the Trademarks.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, transfer and assign to Assignee all of its rights, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Assignor covenants that it has the full right and power to convey the entire interest herein assigned, and that it has not executed and shall not hereafter execute any document in conflict with this Assignment. Assignor further covenants that it will at any time and at the request of Assignee, its successors or assigns, execute such documents and take such other action that may be reasonably necessary to secure to Assignee, its successors, legal representatives and assigns, all rights conveyed and intended to be conveyed by this instrument.

Dated this 8 day of February, 2011.

**EAT IT CORP.**

Name:

Title:

President

STATE OF NEW YORK )

) ss:

COUNTY OF Kings )


Before me this 8 day of February, 2011, personally appeared John Ra, who acknowledged to me that s/he is President (title) of EAT IT CORP., and that s/he executed the foregoing instrument on behalf of and as the free act and deed of EAT IT CORP.

**Elena Brodsky**  
**Notary Public, State of New York**  
**No. 01BBS151061**  
**Qualified in Kings County**  
**Commission Expires**  
**August 7, 2014**

Elena Brodsky  
Notary Public

**Schedule A**

**Registered Trademarks**

<b>Trademark</b>	<b>U.S. Registration No.</b>
	3,697,463
ALOEVINE	3,796,072
ALOVITA	3,905,220

**Common Law Trademarks**

<b>Trademark</b>	<b>Goods</b>
SALUTTI	Fresh raw peeled garlic; non-alcoholic beverages, namely, fruit and vegetable juices containing aloe vera