

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Clinique Laboratories, LLC | | 03/10/2011 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Origins Natural Resources, Inc. | | |
| Street Address: | 767 Fifth Avenue | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10153 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85052767 | TOTALLY PURE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)277-2355 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (212) 277-2321 | | |
| Email: | uspto@estee.com | | |
| Correspondent Name: | Lesley A. Moradian | | |
| Address Line 1: | 767 Fifth Avenue | | |
| Address Line 4: | New York, NEW YORK 10153 | | |
| ATTORNEY DOCKET NUMBER: | OR/TOTALLY PURE | | |
| NAME OF SUBMITTER: | Donna M. Ruggiero | | |
| Signature: | /DMR/ | | |
| Date: | 03/10/2011 | | |

CH \$40.00 85052767

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Clinique Laboratories, LLC, a Delaware limited liability company with its principal place of business at 767 Fifth Avenue, New York, New York 10153 ("**Assignor**"), is the owner of the following application to register the trademark TOTALLY PURE (hereinafter, the "Trademark");

| TRADEMARK | SERIAL NO. |
|--------------|------------|
| TOTALLY PURE | 85/052767 |

and

WHEREAS, Origins Natural Resources, Inc., a Delaware corporation with its principal place of business at 767 Fifth Avenue, New York, New York 10153 ("**Assignee**"), is desirous of acquiring from the Assignor all right, title and interest in and to the said trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified application therefore, and with all claims arising out of or relating to the use or ownership of the Trademark.

Clinique Laboratories, LLC

By: 

George H. Martini
Vice President, Deputy General
Counsel and Assistant Secretary
Dated: March 10, 2011