

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Citromax S.A.C.I.		03/31/2011	CORPORATION: ARGENTINA
RECEIVING PARTY DATA			
Name:	VRG Holdings, Inc.		
Street Address:	444 Washington Avenue		
City:	Carlstadt		
State/Country:	NEW JERSEY		
Postal Code:	07072		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3914703	CITROMAX	
CORRESPONDENCE DATA			
Fax Number:	(215)832-5767		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-569-5767		
Email:	perry@blankrome.com		
Correspondent Name:	David M. Perry		
Address Line 1:	One Logan Square		
Address Line 2:	8th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-6998		
ATTORNEY DOCKET NUMBER:	126455-00101		
NAME OF SUBMITTER:	David M. Perry		
Signature:	/David M. Perry/		
Date:	05/03/2011		
Total Attachments: 2 source=CitromaxSACI_VRG_United States#page1.tif source=CitromaxSACI_VRG_United States#page2.tif			

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**TRADEMARK ASSIGNMENT**

**THIS AGREEMENT** is made effective as of March 31, 2011 by and between CITROMAX S.A.C.I., sometimes referred to as CITROMAX S.A.C.E I., a corporation organized under the laws of Argentina ("ASSIGNOR"), and VRG HOLDINGS, INC. a corporation organized under the laws of the State of New Jersey, with an address at 444 Washington Avenue, Carlstadt, NJ 07072 ("ASSIGNEE").

**WHEREAS**, ASSIGNOR is the exclusive owner of, and has adopted, the trademark and trademark registration listed in Appendix A;

**WHEREAS**, ASSIGNEE is desirous of acquiring said trademark and any and all applications and registrations thereof;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its rights, title, and interests in and to said marks, applications and registrations, together with the goodwill of the business symbolized by and associated with said trademarks set forth in Appendix A.

**IN TESTIMONY WHEREOF**, ASSIGNOR has caused this Assignment to be executed.

**CITROMAX S.A.C.I.**

Dated: March 31, 2011

By: 

Name: Vivian Glueck

Title: President

Appendix A

Mark	Country	Registration Number	Registration Date
CITROMAX	USA	3,914,703	02/01/2011