

TRADEMARK ASSIGNMENT

Electronic 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
Naturelle, Inc.		12/22/2007	CORPORATION: VIRGINIA

RECEIVING PARTY DATA

Name:	Keung Y Choi
Street Address:	5 Dubon Court
City:	Farmingdale
State/Country:	NEW YORK
Postal Code:	11735
Entity Type:	INDIVIDUAL: UNITED STATES

Name:	Richard Albert
Street Address:	5 Dubon Court
City:	Farmingdale
State/Country:	NEW YORK
Postal Code:	11735
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3023761	NATURELLE

CORRESPONDENCE DATA

Fax Number: (804)644-0957
 Phone: 804-771-9500
 Email: trademarks@hf-law.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: William S. Tate, Esquire
 Address Line 1: PO Box 500

CH \$40.00 3023761

Address Line 4: Richmond, VIRGINIA 23218-0500

ATTORNEY DOCKET NUMBER: 029248.00004

NAME OF SUBMITTER: William S. Tate, Esquire

Signature: /wst45915/

Date: 12/06/2011

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made effective as of December 22, 2007, (the "Effective Date") by and between, NATURELLE, INC., a Virginia corporation ("Assignor") to Keung Y. Choi and Richard Albert, individuals (together "Assignees").

RECITALS:

WHEREAS, Assignor dissolves its business and distributed its assets to the Assignees on or around the effective date; and

WHEREAS, the Assignees were the sole shareholders of the Assignor; and

WHEREAS the Assignor included among its assets the trademarks set forth on Exhibit A which is hereby incorporated by reference (collectively, the "Trademarks"), and any and all goodwill in or relating to the same;

WHEREAS, the parties are executing this Assignment to memorialize the distribution of the Trademark to the Assignees effective as of the Effective Date for the purpose of allowing the Assignees to update the Trademark Registration file with the United States Patent and Trademark Office and for all other purposes necessary or appropriate to maintain the Trademarks.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor does hereby sell, assign, transfer and convey and deliver to Assignees, and Assignees hereby accept, all of Assignor's worldwide right, title and interest in and to the Trademarks and any and all goodwill in or relating to the same, the same to be held by Assignees for their use and enjoyment, and for the use and enjoyment of their successors, assigns, designees, nominees and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, together with the right to bring all causes of action (in law or equity), claims or demands relating to ownership and rights in and to the Trademarks including, without limitation, past, present, or future infringement, dilution, conversion or misappropriation actions along with the right to seek, recover and retain any damages.

This Assignment shall be binding upon and inure to the benefit of Assignor, Assignees and their respective successors and assigns.

Except where Federal law applies, this Assignment shall be governed by and construed in accordance with the applicable laws pertaining in the State of New York, without regard to its conflicts of law or choice of law provisions that defer to the substantive laws of another jurisdiction.

This Assignment may be executed in two or more counterparts, each of which shall be deemed an original, and all of which shall together constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by a duly authorized representative to be effective as of the date set forth above.

Assignees:

By: *Keung Y. Choi*
Keung Y. Choi, an individual

Richard B. Albert
Richard Albert, an individual

State of New York)
)
County of Suffolk) ss.:

On this 6 day of December, 2011, before me, Keung Y. Choi, personally appeared a Keung Y. Choi, an individual, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person, or the entity upon behalf of which he/she acted, executed the instrument.

WITNESS my hand and official seal.

Robert E. Kelly
Notary Public
ROBERT E. KELLY
Notary Public, State of New York
No. 91RE8141846
Qualified in Suffolk County
Commission Expires Feb. 27, 2014

State of Virginia)
)
County of Richmond) ss.:

On this 6 day of December, 2011, before me, Richard Albert, personally appeared a Richard Albert, an individual, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person, or the entity upon behalf of which he/she acted, executed the instrument.

WITNESS my hand and official seal.

Ashley Marie Barnett
Notary Public

ASHLEY MARIE BARNETT
Notary Public
Commonwealth of Virginia
7502487
My Commission Expires Feb 28, 2015

Assignor:
NATURELLE, Inc.

By: *Keung Y. Choi*
Name: KEUNG Y. CHOI
Title: CEO

State of New York)
) ss:
County of Suffolk)

On this 4 day of December, 2011, before me, KEUNG Y. CHOI personally appeared, a _____, in the capacity set forth above, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person, or the entity upon behalf of which he/she acted, executed the instrument.

WITNESS my hand and official seal.

Robert E. Kelly
Notary Public

ROBERT E. KELLY
Notary Public, State of New York
No. 01KE8141648
Qualified in Suffolk County
Commission Expires Feb. 27, 2012

EXHIBIT A

REGISTERED TRADEMARK

NATURELLE

US Patent and Trademark Office Registration Number 3,023,761
Registered December 6, 2005