

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
NAC MARKETING COMPANY, LLC		10/24/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	M.ALPHABET, LLC		
Street Address:	545 NE 19TH STREET		
City:	DEERFIELD BEACH		
State/Country:	FLORIDA		
Postal Code:	33441		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4237642	PURPUREX	
CORRESPONDENCE DATA			
Fax Number:	2159791020		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	215.979.1817		
Email:	ccampbell@duanemorris.com		
Correspondent Name:	Christiane S. Campbell		
Address Line 1:	30 South 17th Street		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	F5350-00000		
NAME OF SUBMITTER:	Christiane S. Campbell		
Signature:	/Christiane S. Campbell/		

CH \$40.00 4237642

Date:

10/31/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment, effective this 9th day of October, 2013, between the undersigned, NAC MARKETING COMPANY, LLC, a Delaware limited liability company with a place of business at 260 Smith Street, Farmingdale, NY 11735 (hereinafter referred to as "Assignor"), and M.ALPHABET, LLC, a Florida limited liability company with a place of business at 545 NE 19th Street, Deerfield Beach, Florida 33441 (hereinafter referred to as the "Assignee"), transfers and assigns from Assignor to Assignee, all right, title, and interest in and to the trademark and Federal trademark registration identified below:

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
PURPUREX	4237642	November 6, 2012

and the goodwill of the business associated therewith (collectively, the "Mark").

For good and valuable consideration by Assignee, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto the Assignee all of its right, title, and interest in and to the Mark, free and clear of all liens and encumbrances, together with all of the goodwill of the entire business associated with and symbolized by such Mark, the registration thereof and therefor, and any rights of the Assignor to sue any third parties for any past infringement of or to the Mark, for the use and benefit of Assignee and its successors, assigns or other legal representative and to prosecute and maintain such application and registration in the United States Patent and Trademark Office.

After execution of this Trademark Assignment, at the request of the Assignee and at the Assignee's expense, but without additional consideration to the Assignor, the Assignor will execute and deliver to the Assignee from time to time such further instruments of conveyance, transfer, and assignment and other documents, and will take such other actions, as the Assignee may reasonably require to convey and deliver more effectively to the Assignee the Mark, to perfect the Assignee's title thereto, and otherwise to accomplish the orderly transfer to the Assignee of the Mark and to give full effect to this Trademark Assignment.

Assignor represents and warrants that it has not, nor has any affiliated entity including New Vitality PS Holdings, Inc., filed any trademark applications for the Mark in any jurisdiction other than the United States or filed any trademark applications for any other mark in connection with efforts under the Purpura Stop License Agreement dated August 9, 2011 between New Vitality PS Holdings, Inc. and Assignee.

This Trademark Assignment is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

IN WITNESS WHEREOF, intending to be legally bound hereby, the Assignor has duly executed this Trademark Assignment.

NAC MARKETING COMPANY, LLC

Date: 10/24/13

By: 

Name:

Title: