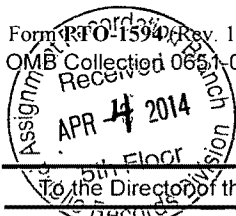


04/08/2014

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



4-4-14

REC
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103666947

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Scott Oshry

- Individual(s)
- Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) US

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) 2/5/14

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Maesa, Inc.

Street Address: 400 Worth Street Suite 705

City: New York

State: New York

Country: US Zip: 10013

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship New York
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

B. Trademark Registration No.(s)

4,099,209

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

CRAFTED BY NATURE Reg. No 4099209 Reg Date 2/14/12

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Law offices of Sandy Lipkin

Internal Address: _____

Street Address: P.O. Box 3518

City: Ventura

State: CA Zip: 93006-3518

Phone Number: 805-275-1861

Docket Number: 692-031

Email Address: sandy@sandylipkin.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

04/08/2014 KNGUYEN 00003032 4099209

Deposit Account Number 50-3946 40.00 00

Authorized User Name Sandy Lipkin

9. Signature:

Signature

4/1/2014

Date

Sandy Lipkin

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 005257 FRAME: 0512

ASSIGNMENT

FOR VALUE RECEIVED, I, Scott Oshry, of 560 Broadway, Suite 507A, New York, NY 10012, do hereby sell, assign and transfer, for a consideration, receipt and sufficiency of which is hereby acknowledged, all of my right, title and interest relating to U.S. Registered Trademark No. 4,099,209 for the mark CRAFTED BY NATURE unto Maesa, Inc., a corporation organized and existing under the laws of the State of New York, and having its principal place of business at 400 Worth Suite 705, New York, NY 10013 as assignee, and its successors, assigns and legal representatives, finally executed by me on the ___ day of February 2014, and all the rights and privileges under any and all Trademark Registrations that may be granted therefore.

I request that any and all registrations for said mark be issued to said assignee, its successors, assigns and legal representatives, or to such nominees as it may designate.

I agree that, when requested, I will, without charge to said assignee but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining registrations for said mark in any and all countries and for vesting title thereto in said assignee, its successors, assigns and legal representatives or nominees.

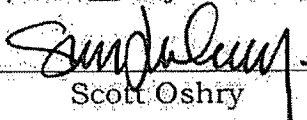
I authorize and empower the said assignee, its successors, assigns and legal representatives or nominees, to invoke and claim for any application for registration or other form of protection for said mark filed by it, the benefit of the right of priority provided by the Madrid Protocol, or by any convention which may henceforth be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I hereby consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file or like document which may be required in any country for any purpose and more particularly in proof of the right of the said assignee or nominee to claim any aforesaid benefit of the right of priority provided by the Madrid Protocol or by any convention which may henceforth be substituted for it.

I covenant with said assignee, its successors, assigns and legal representatives, that the rights and property herein conveyed Assignment are free and clear of any encumbrance, and that I have full right to convey the same as here expressed.

Signed at New York, State of New York, this ___ day of February, 2014.

Dated: 2.5.14



Scott Oshry