

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM336087

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CITROMAX FLAVORS, INC.		03/23/2015	CORPORATION: NEW JERSEY
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: 7			
Property Type	Number	Word Mark	
Registration Number:	4106125	FLAVOR THE POSSIBILITIES	
Registration Number:	4572771	FLAVOR THE POSSIBILITIES	
Registration Number:	4091586	FLAVOR THE POSSIBILITIES	
Registration Number:	4176095	FLAVOR THE POSSIBILITIES	
Registration Number:	4572773	FLAVOR BY NATURE TASTE BY DESIGN	
Registration Number:	4112367	FLAVOR BY NATURE, TASTE BY DESIGN	
Registration Number:	4280100	FLAVOR BY NATURE, TASTE BY DESIGN	
CORRESPONDENCE DATA			
Fax Number:	2158325767		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</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		
NAME OF SUBMITTER:	David M. Perry		
SIGNATURE:	/David M. Perry/		

OP \$190.00 4106125

DATE SIGNED:	03/24/2015
Total Attachments: 2 source=Trademark Assignment VRG 3-23-15#page1.tif source=Trademark Assignment VRG 3-23-15#page2.tif	

TRADEMARK ASSIGNMENT

THIS AGREEMENT is made effective as of March 23, 2015 by and between CITROMAX FLAVORS, INC., a corporation organized under the laws of the State of New Jersey ("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 trademarks and trademark registrations listed in Appendix A;


WHEREAS, ASSIGNEE is desirous of acquiring said trademarks 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 FLAVORS, INC.

Dated: March 23, 2015

By: 
Name: Vivian Glueck
Title: President

Appendix A

Mark	Country	Registration Number	Registration Date
FLAVOR THE POSSIBILITIES	USA	4,106,125	2/28/2012
FLAVOR THE POSSIBILITIES	USA	4,572,771	7/22/2014
FLAVOR THE POSSIBILITIES	USA	4,091,586	1/24/2012
FLAVOR THE POSSIBILITIES	USA	4,176,095	7/17/2012
FLAVOR BY NATURE TASTE BY DESIGN	USA	4,572,773	7/22/2014
FLAVOR BY NATURE, TASTE BY DESIGN	USA	4,112,367	03/13/2012
FLAVOR BY NATURE, TASTE BY DESIGN	USA	4,280,100	01/22/2013