

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
Pure & Natural Company		11/04/2009	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Muelhens GmbH & Co. KG		
Street Address:	Venloer Str. 241-245		
City:	Cologne		
State/Country:	GERMANY		
Postal Code:	50823		
Entity Type:	KG: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77543884	MAGNETIC	
CORRESPONDENCE DATA			
Fax Number:	(480)754-3789		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	480-754-2654		
Email:	trademarks@us.henkel.com		
Correspondent Name:	A. Kate Huffman		
Address Line 1:	19001 N. Scottsdale Road		
Address Line 2:	M.S. 04.50		
Address Line 4:	Scottsdale, ARIZONA 85255		
ATTORNEY DOCKET NUMBER:	MAGNETIC ASSIGN.		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

CH \$40.00 77543884

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**TRADEMARK
 REEL: 004093 FRAME: 0313**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Susan F. Evans

Signature:

/susan f. evans/

Date:

11/09/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

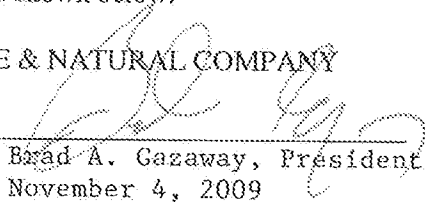
WHEREAS, Pure & Natural Company (hereinafter "Assignor"), an Arizona corporation having a place of business at 19001 N. Scottsdale Road, Scottsdale, AZ 85255, is the owner of the trademark MAGNETIC and use-based US trademark application Serial No. 77/543884 for the mark MAGNETIC (the "Trademark"); and

WHEREAS, Muelhens GmbH & Co. KG, (hereinafter "Assignee"), a corporation organized and existing under the laws of Germany, having a place of business at Venloer Str. 241-245, 50823 Cologne, Germany, desires to acquire the entire right, title and interest in and to said Trademark.

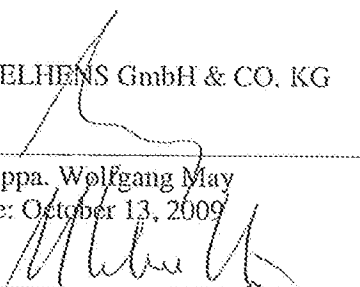
NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the final date set forth below, does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademark, including the pending US application for the Trademark and any registration which issues for the Trademark, together with the goodwill symbolized by said Trademark, as well as any rights Assignor may have acquired by virtue of its use of the Trademark, including the right to legally pursue any past, present or future infringement or unauthorized use of said Trademark, such Trademark to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

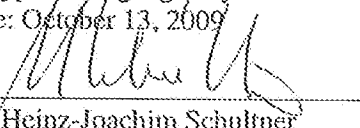
IN WITNESS WHEREOF, Assignor and Assignee have signed this Trademark Assignment on the dates shown below.

PURE & NATURAL COMPANY

By: 
Title: Brad A. Gazaway, President
Date: November 4, 2009

MUELHENS GmbH & CO. KG

By: 
Date: October 13, 2009

By: 
Title: Managing Director
Date: October 13, 2009