

**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
The Yankee Candle Company, Inc.		10/19/2009	CORPORATION: MASSACHUSETTS

**RECEIVING PARTY DATA**

Name:	The Natural HBC Group, LLC
Street Address:	27204 Pacific Coast Highway
City:	Malibu
State/Country:	CALIFORNIA
Postal Code:	90265
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	1920635	AROMA NATURALS
Registration Number:	2811974	AROMA NATURALS
Registration Number:	3222594	AROMA NATURALS
Registration Number:	3462936	AROMA NATURALS
Registration Number:	2255948	AROMATHERAPY TO GO
Registration Number:	2867874	VEGEPURE

**CORRESPONDENCE DATA**

Fax Number: (310)282-2500  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (310) 282-9400  
 Email: dmargules@silverfreedman.com, jesacove@silverfreedman.com  
 Correspondent Name: Darin Margules, c/o Silver & Freedman  
 Address Line 1: 2029 Century Park East  
 Address Line 2: 19th Floor

**900148096**

**TRADEMARK  
 REEL: 004099 FRAME: 0508**

**CH \$165.00 1920635**

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER: 11799-800

NAME OF SUBMITTER: Darin Margules

Signature: /Darin Margules/

Date: 11/19/2009

Total Attachments: 2  
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source=Executed U.S. Trademark Assignment (00537235)#page2.tif

## ASSIGNMENT OF TRADEMARKS IN UNITED STATES

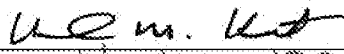
The Yankee Candle Company, Inc., a Massachusetts corporation, having a place of business at 16 Yankee Candle Way, South Deerfield, Massachusetts 01373, is the owner of the trademark registrations identified on Schedule A, including the goodwill of the business connected with the use of, and symbolized by, said marks.

For good and valuable consideration, the receipt of which is hereby acknowledged, The Yankee Candle Company, Inc. hereby assigns to The Natural HBC Group, LLC, a California limited liability company, having a place of business at 27204 Pacific Coast Highway, Malibu, California 90265, the entire right, title and interest in and to the trademark registrations identified on Schedule A and the trademarks which are the subject thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks and the right to recover for past infringement.

The Yankee Candle Company, Inc., further agrees, for itself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by The Natural HBC Group, LLC, to effectuate this assignment.

Witness my hand and seal this 19<sup>th</sup> day of October, 2009.

THE YANKEE CANDLE COMPANY, INC.

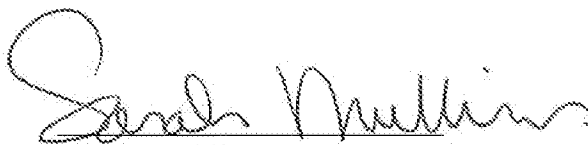
  
Name: Harlan M. Kent  
Title: CEO

## COMMONWEALTH OF MASSACHUSETTS

County of Franklin )

On this 19<sup>th</sup> day of October, 2009, before me, the undersigned notary public, personally appeared Harlan M. Kent, proved to me through satisfactory evidence of identification, which was personally known to me, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.

[affix seal]

  
Notary Public  
Sarah Mullins  
My commission expires: May 28, 2015

**Schedule A**  
**Assignment of Trademarks**  
**from The Yankee Candle Company, Inc.**  
**to The Natural HBC Group, LLC**

<i>Mark</i>	<i>Reg. No.</i>	<i>Reg. Date</i>
<b>AROMA NATURALS</b>	1920635	09/19/95
<b>AROMA NATURALS</b>	2811974	02/10/04
<b>AROMA NATURALS</b>	3222594	03/27/07
<b>AROMA NATURALS</b>	3462936	07/08/08
<b>AROMATHERAPY TO GO</b>	2255948	06/22/99
<b>VEGEPURE</b>	2867874	07/27/04