

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
At Last Naturals, Inc.		02/29/2012	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	Blue Jungle, LLC
<b>Street Address:</b>	7025 West Marcia Road
<b>City:</b>	Milwaukee
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	53223
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WISCONSIN

**PROPERTY NUMBERS Total: 19**

Property Type	Number	Word Mark
Serial Number:	78466266	LOOK GOOD, GET LUCKY!
Registration Number:	0321154	LUCKY TIGER
Registration Number:	0419775	LUCKY TIGER
Registration Number:	0695419	CRU-BUTCH
Registration Number:	0748562	SANDAHL'S SUR-GROOM
Registration Number:	0760126	SANDAHL'S TRAINEE
Registration Number:	0747502	SANDAHL'S CORRECT-WAY
Registration Number:	0997677	LUCKY LADY
Registration Number:	1054904	MOLLE
Registration Number:	1106432	HAIR CARE
Registration Number:	2538180	"HAVE A LUCKY DAY!"
Registration Number:	2675266	LUCKY TIGER
Registration Number:	2968019	LUCKY TIGER BEAN SHEEN
Registration Number:	2978120	LUCKY TIGER BEAN CREAM

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Registration Number:	3573925	LUCKY TIGER HEAD TO TAIL
Registration Number:	3573926	LUCKY TIGER PAWS AND CLAWS
Registration Number:	3577903	LUCKY TIGER BEAN BLOCK
Registration Number:	3584569	LUCKY TIGER VEGAS DRY
Registration Number:	3743387	LUCKY LADY

**CORRESPONDENCE DATA**

Fax Number: (414)225-9753  
Phone: 414-225-9755  
Email: docketing@boylefred.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Boyle Fredrickson, S.C.  
Address Line 1: 840 North Plankinton Avenue  
Address Line 4: Milwaukee, WISCONSIN 53203

ATTORNEY DOCKET NUMBER:	2541.000
NAME OF SUBMITTER:	Peter C. Stomma
Signature:	/Peter C. Stomma/
Date:	03/13/2012

Total Attachments: 3  
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ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made by **AT LAST NATURALS, INC.**, a New York corporation, located and doing business at 401 Columbus Avenue, Valhalla, New York 10595, to **BLUE JUNGLE, LLC**, a Wisconsin limited liability company, located and doing business at 7025 West Marcia Road, Milwaukee, Wisconsin 53223.

**AT LAST NATURALS, INC.** is the owner of the following trademarks and registrations thereof or applications for registration thereof (hereafter the "Trademark Rights"):

<u>Registration No.</u>	<u>Issue Date</u>	<u>Mark</u>
0321154	9/17/1934	LUCKY TIGER
0419775	7/13/1945	LUCKY TIGER and Design
0695419	8/11/1958	CRU-BUTCH
0748562	4/15/1960	SANDAHL'S SUR-GROOM
0760126	2/28/1962	SANDAHL'S TRAINEE
0747502	5/3/1962	SANDAHL'S CORRECT-WAY
0997677	6/24/1971	LUCKY LADY
1054904	10/15/1975	MOLLE
1106432	5/13/1977	HAIR CARE and Design
2538180	4/26/2001	"HAVE A LUCKY DAY!" and Design
2675266	4/12/2002	LUCKY TIGER and Design
2968019	4/25/2001	LUCKY TIGER BEAM SHEEN
2978120	4/25/2001	LUCKY TIGER BEAN CREAM
3573925	10/12/2004	LUCKY TIGER HEAD TO TAIL
3573926	10/12/2004	LUCKY TIGER PAWS AND CLAWS
3577903	7/11/2005	LUCKY TIGER BEAN BLOCK
3584569	10/12/2004	LUCKY TIGER VEGAS DRY
3743387	12/12/2005	LUCKY LADY
<u>Appln. No.</u>	<u>Filing Date</u>	<u>Mark</u>
78/466,266	8/12/2004	LOOK GOOD, GET LUCKY!

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **AT LAST NATURALS, INC.** as of February 29, 2012 sells, transfers and assigns to **BLUE JUNGLE, LLC** all right, title and interest in and to the Trademark Rights, together with the goodwill of the business symbolized by the trademarks incorporated in the Trademark Rights. This assignment includes the right to bring suit for any past or future infringement of any of the trademarks, and the right to obtain injunctive relief or recover damages for any such infringement.

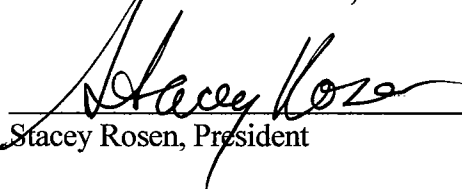
This assignment includes any and all rights held by **AT LAST NATURALS, INC.** in any of the Trademark Rights in any country, together with the goodwill symbolized thereby.

**AT LAST NATURALS, INC.** further covenants that it will, at any time, upon request, execute and deliver any and all papers that may be necessary or desirable to perfect the title in **BLUE JUNGLE, LLC** to the trademarks. **AT LAST NATURALS, INC.** will upon request, sign all papers, make all rightful oaths, and do all lawful acts requisite therefore, but at the expense of **BLUE JUNGLE, LLC**.

**AT LAST NATURALS, INC.** hereby warrants that it is the owner of all right, title and interest in and to the Trademark Rights and has the full right to convey the entire right, title and interest in the Trademark Rights, and that there is no agreement or obligation in conflict with this assignment or inhibiting in any way the full and complete transfer of all rights in and to the Trademark Rights to **BLUE JUNGLE, LLC**. Notwithstanding the foregoing, **BLUE JUNGLE, LLC** acknowledges that the records of the United States Patent and Trademark Office show a security interest assignment in favor of the New York Business Development Corporation in regarding to the trademark bearing Registration No. 1054904. **AT LAST NATURALS, INC.** represents and warrants to **BLUE JUNGLE, LLC** that (a) **AT LAST NATUARALS, INC.** has no outstanding or open obligations to New York Business Development Corporation, and (b) New York Business Development Corporation does not have a current and valid security interest in the trademark bearing Registration No. 1054904.

Executed this 29th day of February, 2012.

**AT LAST NATURALS, INC.**

  
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Stacey Rosen, President

State of New York )  
 ) ss  
County of Putnam )

Personally appeared before me this 24 day of February, 2012,  
STACEY ROSEN, to me known to be the person whose name is subscribed  
to the foregoing instrument, and acknowledged that he signed, sealed and delivered the said  
instrument as his free and voluntary act and deed for the use and purposes therein set forth.

**ELIZABETH HANSBURY**  
SEAL Notary Public - State of New York  
No. 01HA6007327  
Qualified in Putnam County  
My Commission Expires May 18, 2014

Elizabeth Hansbury  
Notary Public  
My Commission expires: 5/18/14

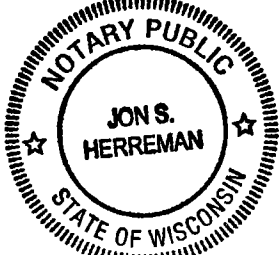
Accepted this 29<sup>th</sup> day of February, 2012.

**BLUE JUNGLE, LLC**

By: [Signature]  
Kevin J. Schuele, Authorized Manager

State of Wisconsin )  
 ) ss  
County of MILWAUKEE )

Personally appeared before me this 28<sup>th</sup> day of FEBRUARY, 2012,  
KEVIN J. SCHUELE, to me known to be the person whose name is subscribed  
to the foregoing instrument, and acknowledged that he signed, sealed and delivered the said  
instrument as his free and voluntary act and deed for the use and purposes therein set forth.

SEAL   
NOTARY PUBLIC  
JON S. HERREMAN  
STATE OF WISCONSIN

[Signature]  
Notary Public  
My Commission expires: 12/31/2012