

11-15-2000

Form PTO-1594 (Rev. 6-93) OMB No. 0651-0011 (exp. 4/94) Tab settings => => =>

11.6.00 RECC



U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office Box Assignments

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To the Honorable Commissioner of Patents and Trademarks, please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Wild Oats Markets, Inc. [ ] Individual(s) [ ] Association [ ] General Partnership [ ] Limited Partnership [x] Corporation - State Delaware [ ] Other Additional name(s) of conveying party(ies) attached? [ ] Yes [x] No

2. Name and address of receiving party(ies): Name: Wild Oats Financial, Inc. Internal Address: Street Address: 3375 Mitchell Lane City: Boulder State: CO ZIP: 80301 [ ] Individual(s) citizenship [ ] Association [ ] General Partnership [ ] Limited Partnership [x] Corporation-State Nevada [ ] Other If assignee is not domiciled in the United States, a domestic representative designation is attached: [ ] Yes [x] No (Designations must be a separate document from Assignment) Additional name(s) & addresses attached? [ ] Yes [x] No

3. Nature of conveyance [ ] Assignment [ ] Merger [ ] Security Agreement [ ] Change of Name [x] Other Nunc Pro Tunc Trademark Assignment Effective Date: April 18, 2000 Execution Date: October 23, 2000

4. Application number(s) or registration number(s): Trademark Application No.(s) 76/019,787 Additional numbers attached? [ ] Yes [x] No

B. Trademark Registration No.(s) 1,976,628; 2,011,618; 1,828,703; 2,224,071; 2,221,239 and 1,226,340 Additional numbers attached? [ ] Yes [x] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Miriam Drickman Trudell, Esq. Internal Address: SHERIDAN ROSS P.C. Suite 1200 Street Address: 1560 Broadway City: Denver State: CO ZIP: 80202-5141

6. Total number of applications and registrations involved. 7 7. Total fee (37 CFR 3.41): \$ 190.00 [x] Enclosed [ ] Authorized to be charged to deposit account. 8. Deposit account number: 19-1970 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Miriam Drickman Trudell, Esq. November 1, 2000 Name of person signing Signature Date

Total number of pages including cover sheet, attachments and document: 7

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents and Trademarks Box Assignments Washington, DC 20231

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO COMMISSIONER FOR PATENTS AND TRADEMARKS, BOX ASSIGNMENTS, WASHINGTON, DC 20231 ON November 1, 2000 SHERIDAN ROSS P.C. BY: James H. Hame

NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, Wild Oats Markets, Inc., a Delaware corporation, having a place of business at 3375 Mitchell Lane, Boulder, CO 80301, was the owner of the trademarks and service marks, and registration applications and registrations therefor, listed in Schedule A ("MARKS");

WHEREAS, effective April 18, 2000, in consideration of the sum of One Dollar (\$1.00) and certain other good and valuable consideration paid to Wild Oats Markets, Inc., (hereinafter referred to as "ASSIGNOR"), the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR did grant, transfer, assign and convey unto Wild Oats Financial, Inc., a Nevada corporation (hereinafter referred to as "ASSIGNEE") having a place of business at 3375 Mitchell Lane, Boulder, CO 80301, its entire right, title and interest in and to the MARKS, registration applications and registrations therefor listed in Schedule A, and any and all resulting registrations, together with the goodwill of the business in connection with which the said trademarks and service marks are used;

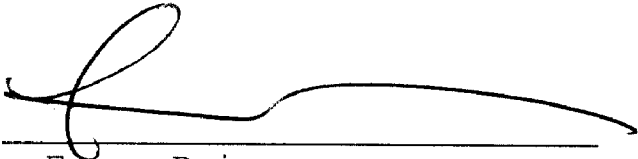
WHEREAS, the ASSIGNOR wishes to transfer record title to the MARKS, the applications therefor and registrations therefor, and any and all resulting registrations, and execute a document

suitable for recordation in the United States Patent and Trademark Office;

NOW THEREFORE, ASSIGNOR hereby acknowledges and confirms the assignment from ASSIGNOR to ASSIGNEE of all right, title and interest in and to the said MARKS, applications and registrations listed in Schedule A and any and all registrations therefor, together with the goodwill of the business with which the said marks are used.



WILD OATS MARKETS, INC.




Date: October 23 2000

By:   
Freya Brier  
Vice President

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**APPENDIX A**

U.S. or State Applic. or Regist.	Mark	Application No. Application Date	Registration No. Registration Date	Status
U.S.	WILD OATS	74/689,758 06/19/1995	1976628 05/28/1996	Registered
U.S.	WILD CAFE	74/689,757 06/19/1995	2011618 10/29/1996	Registered
U.S.		76/019787 04/07/2000		Pending
U.S.	WILD OATS COMMUNITY MARKET	74/409,643 07/06/1993	1828703 03/29/1994	Registered
U.S.	NATURE'S FRESH NORTHWEST	75/396,093 11/25/1997	2224071 02/16/1999	Registered
U.S.		75/302,903 06/04/1997	2221239 02/02/1999	Registered.

U.S. or State Applic. or Regist.	Mark	Application No.  Application Date	Registration No.  Registration Date	Status
U.S.		73/350,120 02/12/1982	1226340 02/01/1983	Registered
Texas	SUN HARVEST FARMS		38104 01/14/1981	Registered
Illinois	FARM TO MARKET		83,233 02/10/1999	Registered
Kansas			01/23/1995	Registered
Kansas			12/30/1992	Registered
	NATURE'S NORTHWEST			
	NATURE'S MARKETPLACE			

U.S. or State Applic. or Regist.	Mark	Application No. Application Date	Registration No. Registration Date	Status
	ALFALFA'S			
	ALFALFA'S MARKET			
	IDEAL MARKET			
	PEOPLE'S MARKET			
	UPTOWN WHOLE FOODS			
	OASIS FINE FOODS MARKET			
	SUNSHINE			
	SUN HARVEST MARKET			

!31\6\appendix a use based marks.wpd