

09-06-2001



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

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

101834646

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

1. Name of conveying party(ies): Rose Enterprises, Ltd. Individual(s) Association General Partnership Limited Partnership Corporation-State California Other Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Tree of Life, Inc. Internal Address: Street Address: Post Office Box 410 Saint Augustine, Florida Zip: 32085 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Delaware Other If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: April 17, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2,156,906 Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Anjanette Plichta Stinson Internal Address: McGuireWoods LLP Street Address: One James Center 901 East Cary Street City: Richmond State: Virginia Zip: 23219

6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41): \$ 40.00 Enclosed Authorized to be charged to deposit account

8. Deposit account number: (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. Anjanette Plichta Stinson Name of Person Signing August 28, 2001 Date Signature Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

09/06/2001 TDIAZ1 00000012 2156906 01 FC:481 40.00 DP

TRADEMARK REEL: 002362 FRAME: 0100

ASSIGNMENT OF SERVICE MARK/TRADEMARK

For good and valuable considerations received from TREE OF LIFE, INC., a Delaware corporation, the receipt and sufficiency of which are hereby acknowledged, ROSE ENTERPRISES, LTD., a California corporation d/b/a Rella Good Cheese Company (the "Assignor"), the holder of a currently registered service mark or trademark, on file in the United States Patent and Trademark Office, heretofore having assigned the goodwill of the business in which the mark is used, or that part of that goodwill of the business connected with the use of, and symbolized by the mark, and now desiring to assign said mark and the registration thereof, does hereby execute and file this assignment as follows:

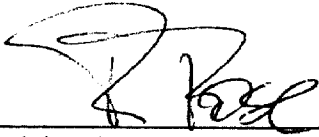
- (1) The Assignor of the currently registered trademark is Rose Enterprises, Ltd.
- (2) The business address of the Assignor is P.O. Box 5020, Santa Rosa, California 95402.
- (3) The state of incorporation of Assignor is California.
- (4) The registration number of the currently registered trademark is 2156906.
 - (a) Issued on May 12, 1998.
- (5) The class or classes under which this trademark is registered is International Class 29.
- (6) The mark was first used by the Assignor or its predecessor on February 16, 1993.
- (7) The currently registered trademark is as follows:
the words/design "ALMOND RELLA"
- (8) The currently registered trademark, the registration thereof and the goodwill of the business in which the mark is used, or that part of the goodwill of the business connected with the use of and symbolized by the mark, are hereby assigned to Tree of Life, Inc.
- (9) The business address of the Assignee is 1750 Tree Boulevard, P. O. Box 410, St. Augustine, Florida 32085-0410.
- (10) The state of organization of Assignee is Delaware.
- (11) The effective date of the assignment is April 17, 2001.

2001.

WHEREFORE, this assignment is executed by the Assignor this 17 day of April,

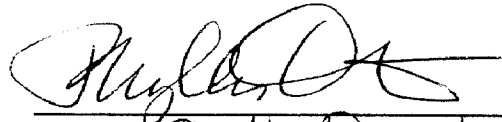
ASSIGNOR:

ROSE ENTERPRISES, LTD., a California corporation d/b/a Rella Good Cheese Company

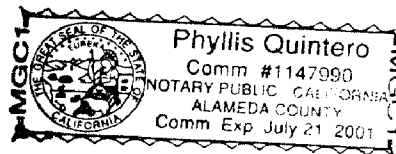
By 
Richard Rose, President

STATE OF California
COUNTY OF Alameda

I Phyllis Quintero, a Notary Public, do hereby certify that on this 17 day of April, 2001, personally appeared before me, Richard Rose, who, being by me first duly sworn, declared that he is the President of Rose Enterprises, Ltd., a California corporation, that he signed the foregoing document on behalf and in the name of the corporation as its duly authorized President, and that the statements herein contained are true.


Printed: Phyllis Quintero
Notary Public, State of California
My commission expires: 7/21/01
Commission no.: 1147990

(NOTARIAL SEAL)



2031993-0014

Date: 8/28/01

Filing Party: Tree of Life, Inc.

ALMOND RELLA

Mark: 2,156,906

Serial/Reg. No.:

Completed Recordation Form Cover Sheet; true copy
of the Assignment from Rose Enterprises Ltd. to
Tree of Life, Inc.; check for \$40; Certificate of Mailing

Paper Attached:

Receipt Stamp: