

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
JHCK, Inc.		05/01/2004	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	PVF Acquisition, LLC		
Street Address:	950 Red Sandstone Road #43		
City:	Vail		
State/Country:	COLORADO		
Postal Code:	81657		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76511991	NATURE'S ORGANIC LUNCHBOX	
CORRESPONDENCE DATA			
Fax Number:	(303)223-0313		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303.223.1178		
Email:	ltaylor@bhf-law.com		
Correspondent Name:	Elizabeth Hastings Taylor		
Address Line 1:	410 Seventeenth Street		
Address Line 4:	Denver, COLORADO 80202-4437		
ATTORNEY DOCKET NUMBER:	8093.58		
NAME OF SUBMITTER:	Elizabeth Hastings Taylor		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, JHCK, INC., f/n/a Nature's Lunchbox, Inc., organized and existing under the laws of the State of Illinois, with its principal place of business at 6851 West Irving Park Road, Chicago, Illinois, 60634, United States of America ("Assignor"), has applied for the registration of the Trademark set forth on the attached Schedule of Trademark;

WHEREAS, PVF ACQUISITION, LLC, organized and existing under the laws of the State of Delaware, with its principal place of business at 950 Red Sandstone Road #43, Vail, Colorado, 81657, United States of America ("Assignee"), is desirous of acquiring any and all rights that Assignor may have throughout the world in and to the Trademark and the applications and registrations therefore, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, throughout the world, along with the right to recover for damages and profits for any past, present, or future infringements thereof; and

WHEREAS, Assignor is willing to make such assignment on the terms set forth below and as provided for the assignment to Assignee of Assignor's intellectual property in that certain Asset Purchase Agreement dated August 15, 2003 ("Agreement") by and between Assignor and Assignee.

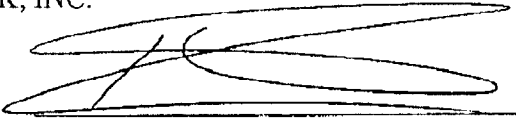
NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of Assignor's rights, title, and interest in and to the Trademark and the registrations therefore, together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, throughout the world, along with the right to recover for damages and profits for past, present, or future infringements thereof.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may reasonably require in order to vest all Assignor's rights, title and interest in and to the Trademark to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is reasonably necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

In the event of a conflict between this Trademark Assignment and the Agreement, the provisions of the Agreement shall control, provided, however, that the parties hereto confirm and agree that the term "Intellectual Property" as used in the Agreement includes the Trademark.

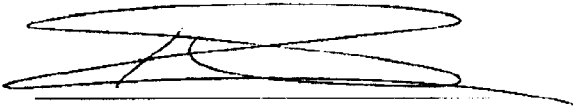
Dated this 31 day of May 2004.

ASSIGNOR:
JHCK, INC.

By: 

Name: Kurt B. Penn
Title: President

ASSIGNEE
PVF ACQUISITION, LLC

By: 

Name: Kurt B. Penn
Title: CEO & Pres.

SCHEDULE OF TRADEMARK

NATURE'S ORGANIC LUNCHBOX, USPTO Serial Number 76/511991