

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Herbal Bar Industries		10/25/2004	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	BBK TOBACCO & FOODS INC		
Doing Business As:	HBI INTERNATIONAL		
Street Address:	836 E University Drive #101		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85034		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75781222	COOL JAY'S	
CORRESPONDENCE DATA			
Fax Number:	(602)955-3330		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6029556688		
Email:	jdk@gkessel.com		
Correspondent Name:	Charles Bachmann		
Address Line 1:	836 E University Drive #101		
Address Line 4:	Phoenix, ARIZONA 85034		
ATTORNEY DOCKET NUMBER:	ASSIGNCOOLJAYS		
NAME OF SUBMITTER:	Charles Bachmann		
Total Attachments: 0			

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