

10/20/03

05-27-2004



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RECORDATION TRADEMARK

DEPARTMENT OF COMMERCE Patent and Trademark Office

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

<p>1. Name of conveying party(ies): <input checked="" type="checkbox"/> <u>Coleman Natural Products, Inc.</u></p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>Delaware</u> <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies) Name: <u>BC Natural Foods, LLC</u> Internal Address: <u>Suite 200</u> Street Address: <u>1767 Denver West Marriott Road</u> City: <u>Golden</u> State: <u>CO</u> Zip: <u>80401</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input type="checkbox"/> Corporation-State _____ <input checked="" type="checkbox"/> Other <u>Limited Liability Company (Delaware)</u></p> <p><small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</small></p>
<p>3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>10/09/03</u></p>	

<p>4. Application number(s) or registration number(s): A. Trademark Application No.(s) <u>78/281158</u></p>	<p>B. Trademark Registration No.(s)</p>
<p>Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	

<p>5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Elizabeth H. Taylor</u> Internal Address: <u>Suite 2200</u> <u>Brownstein Hyatt & Farber, P.C.</u> Street Address: <u>410 17th Street</u> City: <u>Denver</u> State: <u>CO</u> Zip: <u>80202</u></p>	<p>6. Total number of applications and registrations involved: 1</p> <p>7. Total fee (37 CFR 3.41).....\$ <u>40.00</u> <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: _____ <small>(Attach duplicate copy of this page if paying by deposit account)</small></p>
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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.

Elizabeth H. Taylor 10/16/03
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

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

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1 FC:8521 40.00 BP

TRADEMARK
REEL: 002975 FRAME: 0465

ASSIGNMENT OF TRADEMARKS

This Assignment is from Coleman Natural Products, Inc. a Delaware corporation with an office at 5140 Race Court, Denver, CO 80216, ("Assignor") to BC Natural Foods, LLC, a Delaware limited liability company with an office at 1767 Denver West Marriott Road, Suite 200, Golden, CO 80401 ("Assignee") and is effective as of the 9 day of October 2003.

For good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor does hereby assign to Assignee, all of Assignor's right, title and interest in and to the trademark application with a serial number of 78/281158 for the mark RAISED THE WAY NATURE INTENDED (the "Mark"), together with that portion of Assignor's business in connection with which it has an intent to use the Mark and the goodwill of the business symbolized by the Mark.

Assignor agrees to assist Assignee in every legal way to evidence, record and perfect this Assignment and to apply for and obtain recordation of and from time to time enforce, maintain, and defend the assigned rights.

IN WITNESS WHEREOF, Assignor has executed this Agreement as of the date first written above.

COLEMAN NATURAL PRODUCTS, INC.

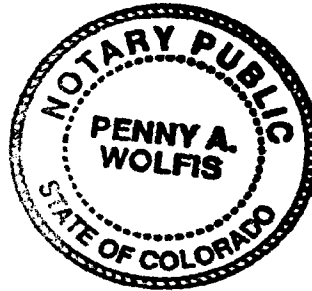
By: James Henderson
James Henderson, President

STATE OF COLORADO)
) ss.
COUNTY OF DENVER)

On October 9, 2003 before me, Penny A Wolfis, Notary Public, personally appeared James Henderson, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Penny A Wolfis
Notary Public
commission expires 01-31-05



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