

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
Frontier Cooperative Herbs		01/04/2005	Cooperative Association: IOWA
RECEIVING PARTY DATA			
Name:	Michael & Kathryn T. Turiano		
Street Address:	245 Champion Avenue		
City:	Webster		
State/Country:	NEW YORK		
Postal Code:	14580		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2290528	JOE BEAN	
CORRESPONDENCE DATA			
Fax Number:	(585)258-2821		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5852582839		
Email:	bnoren@underberg-kessler.com		
Correspondent Name:	Beverly Noren c/o Underberg & Kessler		
Address Line 1:	1800 Chase Square		
Address Line 4:	Rochester, NEW YORK 14604		
NAME OF SUBMITTER:	Beverly Noren		
Signature:	/beverly noren/		
Date:	01/12/2005		

OP \$40.00 2290528

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK

TO ALL WHOM IT MAY CONCERN, be it known:

WHEREAS, FRONTIER COOPERATIVE HERBS, a cooperative association duly organized and existing under the laws of the State of Iowa, and having a place of business at 3021 78th Street, Norway, IA 52318 (the "Assignor") has used the trademark, "JOE BEAN" (the "Mark"), registered in the United States Patent and Trademark Office on November 2, 1999, Registration Number 2290528; and

WHEREAS, MICHAEL TURIANO AND KATHRYN T. TURIANO, having an address at 245 Champion Avenue, Webster, New York 14580 (the "Assignees") desire to acquire any and all rights that the Assignor may have in and to the Mark and the registration therefor, together with the goodwill of Assignor's business connected with the Mark, with which the Mark is used and which is symbolized by the Mark (the "Goodwill"), along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign onto the Assignees all right, title and interest in and to the Mark and the registration therefor, including all common law rights, together with the Goodwill and the right to recover for damages and profits for past infringements thereof;

The Assignor agrees to execute and deliver at the reasonable request of the Assignees, all papers, instruments and assignments, and to perform any other reasonable acts the Assignees may reasonably require in order to vest all Assignor's right, title and interest in and to the Mark in the Assignees and to provide evidence to support any of the foregoing in the event such evidence is deemed reasonably necessary by the Assignees, to the extent such evidence is in the possession or control of Assignor.

FRONTIER COOPERATIVE HERBS

BY: Tony Bedard
Name: TONY BEDARD
Title CEO

STATE OF Iowa
COUNTY OF Linn ss.:

On the 4 day of January, 05, before me, personally appeared Tony Bedard personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity(ies), and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Tony K. Jewell
Notary Public

1/14/05