

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
American Cereal Corporation		03/14/2005	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	New Century Holdings, Inc.		
Street Address:	9531 West 78th Street		
Internal Address:	Suite 400		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	553443894		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78373457	ORGANIC PLUS	
CORRESPONDENCE DATA			
Fax Number:	(612)340-8856		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(612) 343-7922		
Email:	ip.docket@dorsey.com		
Correspondent Name:	Jamie Nafziger		
Address Line 1:	50 South Sixth Street		
Address Line 2:	Suite 1500		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Jamie Nafziger		
Signature:	/Jamie Nafziger/		
Date:	03/22/2005		

CH 78373457 \$40.00

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TRADEMARK
REEL: 003050 FRAME: 0265

ASSIGNMENT

WHEREAS, American Cereal Corporation, Inc. ("Assignor"), a corporation of the State of Minnesota, with its principal place of business at Cabriole Center, Suite 230, 9531 West 78th Street, Eden Prairie, Minnesota 55344-3894, is the owner of the following mark and the goodwill associated with such mark (the "Mark");

<u>Mark</u>	<u>Application No.</u>	<u>Application Date</u>
ORGANIC PLUS	78/373,457	February 24, 2004

WHEREAS, New Century Holdings, Inc. ("Assignee"), a corporation of the State of Minnesota, with its principal place of business at Suite 400, 9531 West 78th Street, Eden Prairie, Minnesota 55344-3894, desires to acquire the Mark;

NOW, THEREFORE, in consideration of \$1.00 and other valuable remuneration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Mark, together with the goodwill associated with the Mark and the registration of the Mark. Such assignment includes all claims for profits and damages and other legal or equitable relief available to Assignor by reason of past and/or current infringement or dilution, deceptive trade practices, or unfair competition involving the Mark.

This assignment shall be effective as of the date set forth below and shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

AMERICAN CEREAL CORPORATION

Date:

3-14-05

By:



Charles S. Enderson
President