

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
West Coast Brans LLC		05/27/2005	Limited Liability Company: CALIFORNIA

RECEIVING PARTY DATA

Name:	North American Brancs, LLC
Street Address:	15 East Oak Avenue
City:	Moorestown
State/Country:	NEW JERSEY
Postal Code:	08507
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	78421958	ALPINE WHITE
Serial Number:	78142116	CRAVE
Serial Number:	78320007	FRESH CATCH
Serial Number:	78128413	FRUSEN GLADJE
Serial Number:	78127035	GRAND GOURMET
Serial Number:	78433585	MONCHHICHI
Serial Number:	78264885	MY KITTY CAT CRAVES CRAVE
Serial Number:	78320009	SCOOP FRESH

CORRESPONDENCE DATA

Fax Number: (513)421-7269
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 513-241-2324
 Email: tremaklus@whepatent.com
 Correspondent Name: Theodore R. Remaklus, Esq.

CH \$215.00 78421958

Address Line 1: 441 Vine Street
Address Line 2: 2700 Carew Tower - Wood, Herron & Evans
Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER:	Theodore R. Remaklus
Signature:	/theodore r remaklus/
Date:	06/15/2005
Total Attachments: 2 source=north american brands - tm assignment#page1.tif source=north american brands - tm assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, West Coast Brands LLC, a California limited liability company having offices at North Sepulveda Blvd, #717, Manhattan Beach, California 92054, hereinafter "Assignor," has a bona fide intention to use each of the marks identified on Exhibit A hereto, hereinafter "Brands", in interstate commerce and has filed applications with the United States Patent and Trademark Office based on its bona fide intent to use such Brands in commerce, which applications have been assigned the serial numbers listed on Exhibit A, but has not yet filed allegations of use for the Brands under Section 1(c) or 1(d) of the Trademark Act, and

WHEREAS, North American Brands, LLC of 15 East Oak Avenue, Moorestown, New Jersey 08057, hereinafter "Assignee," is acquiring the portion of the business of Assignor to which the Brands pertains as required by 15 U.S.C. §1060,

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee the Brands and the above-identified applications and that portion of the business to which the marks pertains.

WEST COAST BRANDS LLCBy: Title: MANAGING MEMBERDate: 5/27/05**NORTH AMERICAN BRANDS, LLC**By: Title: MANAGING MEMBERDate: 5/27/05

EXHIBIT A
TRADEMARKS

TRADEMARK	APPLICATION SERIAL NO.
ALPINE WHITE	78/421,958
CRAVE	78/142,116
FRESH CATCH	78/320,007
FRUSEN GLADJE	78/128,413
GRAND GOURMET	78/127,035
MONCHHICHI	78/433,585
MY KITTY CAT CRAVES CRAVE	78/264,885
SCOOP FRESH	78/320,009