

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 Natural Brands, Inc.		02/15/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Frontier Brands Holding Company
Street Address:	P.O. Box 299
City:	Norway
State/Country:	IOWA
Postal Code:	52318
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Registration Number:	2323855	AURA CACIA
Registration Number:	2895293	AURA CACIA
Registration Number:	2813072	AURA CACIA ORGANICS
Registration Number:	2813073	AURA CACIA ORGANICS PURE BOTANICAL ESSENCE
Registration Number:	2815074	AURA CACIA PURE BOTANICAL ESSENCE
Registration Number:	3011149	BAC'UNS
Registration Number:	2263361	FRONTIER
Registration Number:	1533829	FRONTIER COOPERATIVE HERBS
Registration Number:	2726020	GUARDIAN SPIRIT
Registration Number:	2139758	HEART SONG
Registration Number:	2452128	LAVENDER EARTH
Registration Number:	2799257	LAVENDER HARVEST
Registration Number:	2443499	LAVENDER MOON
Registration Number:	2443501	LAVENDER RAIN

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Registration Number:	2443500	LAVENDER SUN
Registration Number:	2863522	MAMA GARLIC
Registration Number:	2580334	PEPPERMAN
Registration Number:	2917455	QUALITY PRODUCTS FOR NATURAL LIVING
Registration Number:	2883350	SIMPLY ORGANIC
Registration Number:	2850654	SIMPLY ORGANIC
Serial Number:	78760597	AURA CACIA BABY
Serial Number:	78573133	GRILLING SEASONS
Serial Number:	78464085	HOT & SPICY
Serial Number:	78676137	PRECIOUS ESSENTIALS
Serial Number:	78043362	SIMPLY ORGANIC
Serial Number:	76405437	SIMPLY ORGANIC
Serial Number:	78466461	SIMPLY ORGANIC
Serial Number:	78636741	WORLD OF TASTE

CORRESPONDENCE DATA

Fax Number: (319)365-8443
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 319-365-9461
Email: deanna@shuttleworthlaw.com
Correspondent Name: Robert W. Hoke
Address Line 1: 115 3rd Street SE, Suite 500
Address Line 2: P.O. Box 2107
Address Line 4: Cedar Rapids, IOWA 52406

ATTORNEY DOCKET NUMBER:	7744-1
NAME OF SUBMITTER:	Robert W. Hoke
Signature:	/Robert W. Hoke/
Date:	02/15/2006

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

WHEREAS, FRONTIER NATURAL BRANDS, INC., a Delaware corporation ("Assignor"), is the owner of record of the following trademarks ("Trademarks"):

U.S. REGISTERED TRADEMARKS

Registration No.	Mark	Registration Date
2,323,855	AURA CACIA	2/29/2000
2,895,293	AURA CACIA	10/19/2004
2,813,072	AURA CACIA ORGANICS & Design	2/10/2004
2,813,073	AURA CACIA ORGANICS PURE BOTANICAL ESSENCE & Design	2/10/2004
2,815,074	AURA CACIA PURE BOTANICAL ESSENCE & Design	2/17/2004
3,011,149	BAC'UNS	11/1/2005
2,263,361	FRONTIER	7/20/1999
1,533,829	FRONTIER COOPERATIVE HERBS	4/11/1989
2,726,020	GUARDIAN SPIRIT	6/10/2003
2,139,758	HEART SONG	2/24/1998
2,452,128	LAVENDER EARTH	5/15/2001
2,799,257	LAVENDER HARVEST	12/23/2003
2,443,499	LAVENDER MOON	4/10/2001
2,443,501	LAVENDER RAIN	4/10/2001
2,443,500	LAVENDER SUN	4/10/2001
2,863,522	MAMA GARLIC	7/13/2004
2,580,334	PEPPERMAN	6/11/2002
2,917,455	QUALITY PRODUCTS FOR NATURAL LIVING	1/11/2005
2,883,350	SIMPLY ORGANIC	9/7/2004
2,850,654	SIMPLY ORGANIC	6/8/2004

FOREIGN REGISTERED TRADEMARKS

Country	Registration No.	Mark	Registration Date
CTM	2305597	SIMPLY ORGANIC	7/18/2001

U.S. PENDING TRADEMARK APPLICATIONS

Application No.	Mark	Filing Date
78/760597	AURA CACIA BABY	11/23/2005
78/573133	GRILLING SEASONS	2/23/2005
78/464085	HOT & SPICY & Design	8/9/2004
78/676137	PRECIOUS ESSENTIALS	7/22/2005
78/043362	SIMPLY ORGANIC	1/16/2001
76/405437	SIMPLY ORGANIC	5/9/2002
78/466461	SIMPLY ORGANIC	8/12/2004
78/636741	WORLD OF TASTE	5/25/2005

FOREIGN PENDING TRADEMARK APPLICATIONS

Country	Application No.	Mark	Filing Date
Mexico	677053	SIMPLY ORGANIC	9/14/2004
Mexico	677052	SIMPLY ORGANIC	9/14/2004
Mexico	677051	SIMPLY ORGANIC	9/14/2004
Canada	1144598	SIMPLY ORGANIC	6/21/2002
Canada	1095540	SIMPLY ORGANIC	3/12/2001
Canada	1226931	SIMPLY ORGANIC	8/16/2004

WHEREAS, Assignor entered into an agreement with FRONTIER BRANDS HOLDING COMPANY, a Delaware limited liability company, ("Assignee") to distribute the Trademarks to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and intending to be legally bound, Assignor does hereby assign and transfer unto Assignee all right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby as well as the right to sue for past infringement and the right to collect damages therefore. Where such Trademarks also are used as trade or business names, Assignor does hereby also assign and transfer unto Assignee all right, title, and interest in and to such trade or business names, together with the goodwill of the business symbolized thereby as well as the right to sue for past infringement and the right to collect damages therefor.

This Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of the Assignee, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions

hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

15th IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed this February, 2006.

FRONTIER NATURAL BRANDS, INC.

By: *Bill Kooistra*
Bill Kooistra

STATE OF IOWA)
) ss:
COUNTY OF LINN)

On this 15 day of February, 2006, before me, the undersigned, a Notary Public, personally appeared Bill Kooistra, to me personally known, who did say that the foregoing instrument to which this is attached was signed on behalf of the entity and that execution of the foregoing instrument was the voluntary act and deed of the entity.

Deanna L Rodman
Notary Public

