

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Heartland IP Limited		04/10/2006	COMPANY: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	Heartland Group Limited		
Street Address:	78 Selwyn Place		
City:	Nelson		
State/Country:	NEW ZEALAND		
Entity Type:	COMPANY: NEW ZEALAND		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2966642	LUV AT FIRST BITE	
Serial Number:	78213302	LUV'YA	
Serial Number:	75731022	EVE	
CORRESPONDENCE DATA			
Fax Number:	(212)949-9190		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2129499022		
Email:	LBAILEY@LAWABEL.COM		
Correspondent Name:	LESLIE BAILEY		
Address Line 1:	666 THIRD AVENUE		
Address Line 4:	NEW YORK, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			
Name:	Abelman Frayne & Schwab		
Address Line 1:	666 Third Avenue		
Address Line 4:	New York, NEW YORK 10017		

CH \$90.00 2966642

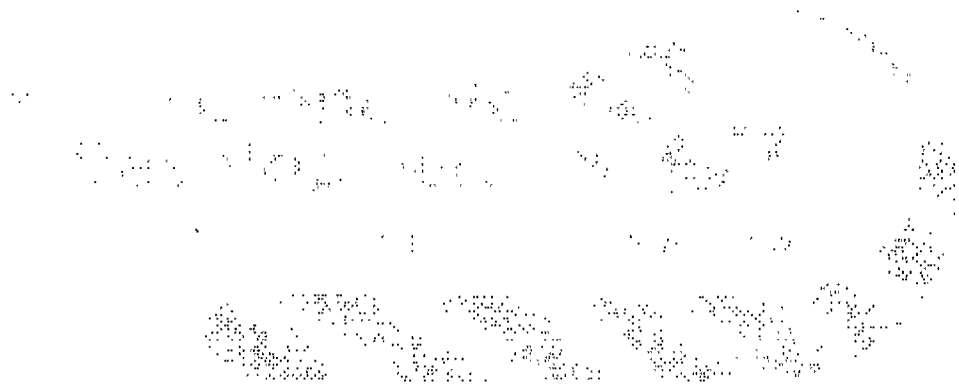
NAME OF SUBMITTER:	VICTOR M. TANNENBAUM
Signature:	/VMT/
Date:	05/17/2006
Total Attachments: 1 source=Heartland CON#page1.tif	



CERTIFICATE OF INCORPORATION

HEARTLAND GROUP LIMITED
1576484

This is to certify that HEARTLAND IP LIMITED was incorporated under the Companies Act 1993 on the 9th day of December 2004 and changed its name to HEARTLAND GROUP LIMITED on the 10th day of April 2006.



Neville Harris

Neville Harris
Registrar of Companies
5th day of May 2006



For further details relating to this company check www.companies.govt.nz

Certificate printed 5 May 2006 12:19:20