

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Try-Foods International, Inc.		08/31/2006	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Advantage Sales & Marketing, LLC
Street Address:	19100 Von Karman Avenue, Suite 600
City:	Costa Mesa
State/Country:	CALIFORNIA
Postal Code:	92612
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2714532	COOK SIMPLE
Registration Number:	3069196	THRILLING AMERICAN GRILLING & TAILGATING
Registration Number:	2844800	TRY-FOODS
Registration Number:	2031624	TRY-FOODS INTERNATIONAL, INC.
Registration Number:	2813068	TRY-FOODS INTERNATIONAL, INC.
Registration Number:	2808755	TRY-FOODS
Registration Number:	3102737	VIVIENDO
Serial Number:	76659513	HOMEMADE MAGAZINE
Serial Number:	78580222	TFI
Serial Number:	78875075	TFI.
Serial Number:	78875048	TFI.

CORRESPONDENCE DATA

Fax Number: (714)755-8290

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

TRADEMARK

REEL: 003393 FRAME: 0228

900058325

OP \$290.00 2714532

Phone: 714-540-1235
Email: ipdocket@lw.com
Correspondent Name: Julie L. Dalke
Address Line 1: 650 Town Center Drive, 20th Floor
Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	036105-0041
NAME OF SUBMITTER:	Julie L. Dalke
Signature:	/juliedalke/
Date:	09/19/2006

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS AND DOMAIN NAMES

WHEREAS, Try-Foods International, Inc. ("Assignor"), a Florida corporation with its principal place of business at 333 Semoran Commerce Center, Apopka, Florida, 32703, has adopted, used in its business, applied for and/or registered the trademarks and domain names listed on Schedule A attached hereto (the "Trademarks and Domain Names");

WHEREAS, Advantage Sales & Marketing, LLC, ("Assignee"), a California limited liability company with its principal place of business at 19100 Von Karman Avenue, Suite.600, Irvine, California, 92612, is desirous of acquiring all right, title and interest in said Trademarks and Domain Names;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto Assignee, its successors and assigns, all right, title and interest in and to the Trademarks and Domain Names, together with the goodwill of the business symbolized by the Trademarks and Domain Names, all rights to recover damages and profits for past infringements thereof, and all federal, state, foreign and common law rights therein, including any applications and/or registrations thereof.

Assignor agrees to execute all further papers and to do all further necessary things, at Assignee's reasonable request, to assist Assignee in acquiring full, right, title and interest in and to the Trademarks and Domain Names.

[Signature appears on following page]

TRY-FOODS INTERNATIONAL, INC.

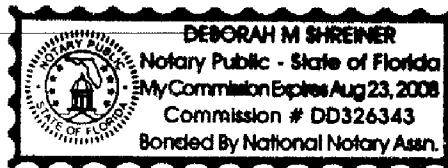
By: Harry W. Rozelle
Name: CEO HARRY W. ROZELLE
Title: CEO

STATE OF)
Florida) ss:
COUNTY OF)
Orange

On the 31st day of August, 2006, before me personally appeared Harry Rozelle, to me known, who being duly sworn, did depose and say that he resides at Apopka, FL, that he is the CEO of Try-Foods International, Inc., the corporation described herein and which executed the above Assignment of Trademarks and Domain Names; and that he signed his name thereto with full and unrestricted authority to do so.

Deborah M. Shreiner
Notary Public

My Commission Expires _____






[Assignment of Trademark and Domain Names]

SCHEDULE A

TRADEMARKS

United States Trademark Registrations

TRADEMARK	REGISTRATION NO.
COOK SIMPLE (and Design) 	2714532
THRILLING AMERICAN GRILLING & TAILGATING (and Design) 	3069196
TRY-FOODS	2844800
TRY-FOODS INTERNATIONAL, INC.	2031624
TRY-FOODS INTERNATIONAL, INC.	2813068
TRY-FOODS	2808755
VIVIENDO (Stylized) 	3102737

United States Trademark Applications

TRADEMARK	APPLICATION NO.
HOMEMADE MAGAZINE (Stylized) HOMEMADE MAGAZINE	76-659513
TFI (in block letters)	78-580222
TFI. (and design in green)	78-875075
TFI. (and Design in green)	78-875048

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Domain Names

Domain Name
TRYFOODS.COM
TRYFOODS.NET