

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
Earthbound Farm, Inc.		01/16/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Natural Selection Foods, LLC		
Street Address:	1721 San Juan Highway		
City:	San Juan Bautista		
State/Country:	CALIFORNIA		
Postal Code:	95045		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2800594	CHOMPSTICKS	
CORRESPONDENCE DATA			
Fax Number:	(415)693-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-693-2000		
Email:	trademarks@cooley.com		
Correspondent Name:	415-693-2222		
Address Line 1:	101 California Street, 5th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111-5800		
ATTORNEY DOCKET NUMBER:	142139-202		
NAME OF SUBMITTER:	Todd S. Bontemps		
Signature:	/Todd S. Bontemps/		
Date:	01/17/2007		

CH \$40.00 2800594

Total Attachments: 1
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is entered into between Earthbound Farm, Inc., a California corporation, having its principal offices at 1721 San Juan Highway, San Juan Bautista, California 95045 ("Assignor") and Natural Selection Foods, LLC, a California limited liability company, having its principal offices at 1721 San Juan Highway, San Juan Bautista, California 95045. The agreement memorializes the understanding of the Parties and is effective as of January 1, 2004.

WHEREAS, Assignor is the owner of the CHOMPSTICKS trademark, registered with the United States Patent and Trademark Office under Registration No. 2800594 (the "Trademark"); and

WHEREAS, Natural Selection Foods, LLC, is desirous of acquiring the Trademark and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Natural Selection Foods, LLC, all right, title and interest in and to the Trademark together with the goodwill of the business symbolized by the Trademark and the registration thereof.

Signed this 16th day of January, 2007.

**For and On Behalf of Assignor
Earthbound Farm, Inc.**

By: _____

Name: Charles Sweet

Title: President