

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Back to Basics Products, Inc.		01/16/2007	CORPORATION: UTAH

**RECEIVING PARTY DATA**

<b>Name:</b>	Back to Basics Products, LLC
<b>Street Address:</b>	120 Lakeview Parkway
<b>City:</b>	Vernon Hills
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60061
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS

**PROPERTY NUMBERS Total: 44**

Property Type	Number	Word Mark
Registration Number:	2870826	BACK TO BASICS
Registration Number:	3112667	BACK TO BASICS
Registration Number:	3184176	BACK TO BASICS
Serial Number:	78943369	BACK TO BASICS CHOICE
Serial Number:	78943374	BACK TO BASICS CHOICE
Serial Number:	78965781	BACK TO BASICS CHOICE
Serial Number:	78965777	BACK TO BASICS CHOICE
Registration Number:	2925312	BACK TO THINGS THAT WORK
Registration Number:	2923331	BETTER THAN A BLENDER
Registration Number:	3137196	BLENDER SOLUTION
Serial Number:	77047862	CHEFSCAPE
Serial Number:	77047863	CHEFSCAPE
Registration Number:	2973685	COCOA-LATTE
Serial Number:	78702717	COFFEE SOLUTION

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Serial Number:	78606396	EGG & MUFFIN TOASTER
Registration Number:	2654229	HAWAIIICE
Serial Number:	78866700	ICE MASTER
Registration Number:	2965088	LICKETY SIP
Registration Number:	2994526	MY SNOW CONE STAND
Registration Number:	2636235	NUTRI SOURCE
Registration Number:	2656368	PEEL-AWAY
Registration Number:	3131233	SMOOTHIE BLAST
Registration Number:	2795803	SMOOTHIE CHARGERS
Registration Number:	3096579	SMOOTHIE CHILL
Registration Number:	3146868	SMOOTHIE CLASSIC
Registration Number:	2722838	SMOOTHIE DIET
Registration Number:	2972567	SMOOTHIE ELITE
Registration Number:	2809728	SMOOTHIE ELITE
Serial Number:	78606391	SMOOTHIE FREEZE
Registration Number:	2943003	SMOOTHIE JR.
Registration Number:	2966721	SMOOTHIE PLUS 600
Registration Number:	2985179	SMOOTHIE PLUS 700
Registration Number:	2787418	SMOOTHIE POPS
Serial Number:	78606388	SMOOTHIE SIGNATURE
Registration Number:	2803283	SMOOTHILICIOUS
Registration Number:	2784881	SMOOTHILICIOUS
Registration Number:	3091071	SNOW SHREDDER
Registration Number:	3121525	SNOW SHREDDER
Serial Number:	78720519	SOHO
Serial Number:	78720528	SOHO
Serial Number:	78866703	SOHO
Serial Number:	78866691	STUDIO SERIES
Serial Number:	78866695	STUDIO SERIES
Serial Number:	78866701	THE MIX

**CORRESPONDENCE DATA**

Fax Number: (312)222-0818

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

Phone: 312-222-0800

chiipdocket@michaelbest.com, lwdemarte@michaelbest.com,

**TRADEMARK**

**REEL: 003469 FRAME: 0262**

Email: dsternig@michaelbest.com  
Correspondent Name: Martin L. Stern  
Address Line 1: 180 N. Stetson Ave  
Address Line 2: Suite 2000  
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	035247-9077
NAME OF SUBMITTER:	Luke W. DeMarte
Signature:	/luke w. demarte/
Date:	01/26/2007

Total Attachments: 8  
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ASSIGNMENT OF TRADE NAMES AND TRADEMARKS

WHEREAS, Back to Basics Products, Inc. ("Assignor"), a corporation of the State of Utah, of 375 West 14600 South, Bluffdale, Utah 84065, has adopted and used the trade names and trademarks referenced in Schedule A attached hereto; and

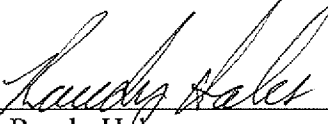
WHEREAS, Back to Basics Products, LLC ("Assignee"), a limited liability company of the State of Illinois, with an address of 120 Lakeview Parkway, Vernon Hills, Illinois 60061, is desirous of acquiring said trade name and trademarks and the associated applications thereof:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest throughout the world in and to the trade names and trademarks and the associated applications, including the entire portion of the Assignor's business to which the trade names and trademarks pertain, including all common law rights connected therein, together with the goodwill of the business symbolized by the tradename and trademarks, including the right to sue for all infringements that may have occurred before execution of this Assignment and the right to recover all damages resulting from prior infringement of such tradename and trademarks.

Assignor hereby grants to the law firm of Michael Best & Friedrich LLP of Chicago, Illinois, authority and power to insert on this instrument any further identification that may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office or government office of any foreign country.

This Assignment is executed this 16<sup>th</sup> day of January, 2007.

Back to Basics Products, Inc. (Assignor)

By:   
Name: Randy Hales  
Title: President

NOTARIAL CERTIFICATION

STATE OF: *Utah*

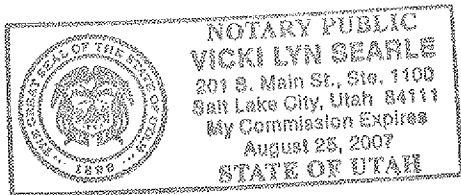
COUNTY OF: *Salt Lake*

BEFORE ME, a Notary Public in and for said County and State, on this day personally appeared Randy Hales, who being duly sworn by me did declare and state that he is the President of Back to Basics Products, Inc., a corporation organized under the laws of the State of Utah having its principal place of business at 375 West 14600 South, Bluffdale, Utah 84065 ("Assignor"), known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of Assignor, and that he executed the same for and as the act of Assignor for the purposes and consideration therein expressed and the capacity therein state, in the presence of:

<i>Mark Carman</i> Name: MARK CARMAN Address: 201 MAIN #1100 SLC UT 84111	<i>Mark Astling</i> Name: Mark Astling Address: 201 S Main #1100 SLC, UT 84111
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together as witnesses to the signing of this instrument thereof.

Subscribed and sworn before me on this 16<sup>th</sup> day of January, 2007.



*Vicki Lyn Searle*  
Signature of Notary Public

[STAMP]

ASSIGNMENT OF TRADE NAMES AND TRADEMARKS

SaltLake-298366.2 0036436-00001

TRADEMARK  
REEL: 003469 FRAME: 0265

**SCHEDULE A**  
**U.S. TRADEMARKS**

<b>MARK</b>	<b>SERIAL / REG. NO.</b>	<b>FILING / REG. DATE</b>
BACK TO BASICS	2,870,826	08/10/04
BACK TO BASICS	3,112,667	07/04/06
BACK TO BASICS	3,184,176	12/12/06
BACK TO BASICS CHOICE	78/943,369	08/02/06
BACK TO BASICS CHOICE	78/943,374	08/02/06
BACK TO BASICS CHOICE & DESIGN	78/965,781	09/01/06
BACK TO BASICS CHOICE & DESIGN	78/965,777	09/01/06
BACK TO THINGS THAT WORK	2,925,312	02/08/05
BETTER THAN A BLENDER	2,923,331	02/01/05
BLENDER SOLUTION	3,137,196	08/29/06
CHEFSCAPE	77/047,862	11/20/06
CHEFSCAPE	77/047,863	11/20/06
COCOA-LATTE	2,973,685	07/19/05
COFFEE SOLUTION	78/702,717	08/29/05
EGG & MUFFIN TOASTER	78/606,396	04/11/05

MARK	SERIAL / REG. NO.	FILING / REG. DATE
HAWAIIICE	2,654,229	11/26/02
ICE MASTER	78/866,700	04/21/06
LICKETY SIP	2,965,088	07/05/05
MY SNOW CONE STAND	2,994,526	09/13/05
NUTRI SOURCE	2,636,235	10/15/02
PEEL-AWAY	2,656,368	12/03/02
SMOOTHIE BLAST	3,131,233	08/15/06
SMOOTHIE CHARGERS	2,795,803	12/16/03
SMOOTHIE CHILL	3,096,579	05/23/06
SMOOTHIE CLASSIC	3,146,868	09/19/06
SMOOTHIE DIET	2,722,838	06/03/03
SMOOTHIE ELITE	2,972,567	07/19/05
SMOOTHIE ELITE	2,809,728	02/03/04
SMOOTHIE FREEZE	78/606,391	04/11/05
SMOOTHIE JR	2,943,003	04/19/05
SMOOTHIE PLUS 600	2,966,721	07/12/05

MARK	SERIAL / REG. NO.	FILING / REG. DATE
SMOOTHIE PLUS 700	2,985,179	08/16/05
SMOOTHIE POPS	2,787,418	11/25/03
SMOOTHIE SIGNATURE	78/606,388	04/11/05
SMOOTHILICIOUS	2,803,283	01/06/04
SMOOTHILICIOUS	2,784,881	11/18/03
SNOW SHREDDER	3,091,071	05/09/06
SNOW SHREDDER	3,121,525	07/25/06
SOHO	78/720,519	09/26/05
SOHO	78/720,528	09/26/05
SOHO	78/866,703	04/21/06
STUDIO SERIES	78/866,691	04/21/06
STUDIO SERIES	78/866,695	04/21/06
THE MIX	78/866,701	04/21/06



**COMMON LAW TRADEMARKS**

<b>MARK</b>	<b>GOODS/SERVICES</b>
AUTOSERVE	smoothie makers
BLENDER EXPRESS	blenders
COCOA LATTE EXPRESS	hot drink maker
NUTRI STEAMER	stainless steel juicers and cookers

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**FOREIGN TRADEMARKS**

<b>MARK</b>	<b>COUNTRY</b>	<b>SERIAL / REG. NO.</b>	<b>FILING / REG. DATE</b>
BACK TO BASICS	Australia	1014411	11/30/05
EGG & MUFFIN TOASTER	Australia	1080175	10/11/05
BACK TO BASICS	Canada	648482	09/20/05
COFFEE SOLUTION	Canada	1287934	01/30/06
ICE MASTER	Canada	1314560	08/28/06
SOHO	Canada	1292714	03/07/06
SOHO	Canada	1292713	03/07/06
SOHO	Canada	1314568	08/28/06
STUDIO SERIES	Canada	1314559	08/28/06
THE MIX	Canada	1314566	08/28/06
BACK TO BASICS	CN	3960435	4/28/06
BACK TO BASICS	Mexico	885988	06/16/05
BACK TO BASICS	Mexico	936790	5/30/2006
BACK TO BASICS	Mexico	930520	04/25/06

MARK	COUNTRY	SERIAL / REG. NO.	FILING / REG. DATE
BACK TO BASICS	Mexico	898397	08/31/05
ICE MASTER	Mexico	803807	08/31/06
SOHO	Mexico	803795	08/31/06
SOHO	Mexico	803808	08/31/06
SOHO	Mexico	803805	08/31/06
STUDIO SERIES	Mexico	803804	08/31/06
STUDIO SERIES	Mexico	803809	08/31/06
THE MIX	Mexico	803806	08/31/06
BACK TO BASICS	New Zealand	716523	01/12/06
BACK TO BASICS	Switzerland	528668	12/28/04

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