

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BC Natural Foods, LLC		08/25/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Purely Natural, Inc.		
<b>Street Address:</b>	101 South Hough Street		
<b>City:</b>	Barrington		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60010		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78319866	PURELY NATURAL	
<b>Serial Number:</b>	78284350	PURELY NATURAL COLLECTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)775-8100		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312 775 8000		
<b>Email:</b>	rdicerbo@mhmlaw.com		
<b>Correspondent Name:</b>	Ronald A DiCerbo		
<b>Address Line 1:</b>	500 West Madison		
<b>Address Line 2:</b>	34th Floor		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60661		
<b>ATTORNEY DOCKET NUMBER:</b>	33971US01 / 33972US01		
<b>NAME OF SUBMITTER:</b>	Ronald A DiCerbo		
<b>Signature:</b>	/Ronald A DiCerbo/		

CH \$65.00 78319866

Date:

03/15/2007

Total Attachments: 1

source=Assignment#page1.tif

**ASSIGNMENT**

This is an assignment by BC NATURAL FOODS, LLC, a corporation of Delaware ("Assignor"), with an address of 1767 Denver West Marriott Blvd., Suite 200, Golden, CO 80401, to PURELY NATURAL, INC. a corporation of Illinois ("Assignee"), with an address of \_\_\_\_\_.


WHEREAS, Assignor is the owner of (i) the trademark, and application for registration in the United States therefor (Serial No. 78/319,866), of the mark "PURELY NATURAL," (ii) the trademark, and application for registration in the United States therefor (Serial No. 78/284,350) of the mark "PURELY NATURAL COLLECTION," (iii) the trademark "PURELY NATURAL BRANDS," and (iv) two separate design trademarks for "PURELY NATURAL COLLECTION FRESH MEAT & POULTRY and Design" (collectively, the "Marks").

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by said Marks. Assignee shall pay all amounts and fees associated with the assignment and registration of the Marks as contemplated herein.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned this \_\_\_\_\_ day of \_\_\_\_\_, 2006.

BC NATURAL FOODS, LLC, a corporation of Delaware

By:   
Printed Name: CHARLES W. FLETCHER  
Date: 2/25/06