

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
B. P. Gourmet, Inc.		07/20/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Smarter Living, Inc.		
Street Address:	1556 Ocean Avenue		
Internal Address:	Suite 17		
City:	Bohemia		
State/Country:	NEW YORK		
Postal Code:	11716		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1886676	FREIDA'S KITCHEN	
Registration Number:	2230742	NO SACCHARIN 0% SUGAR NO ASPARTAME	
Serial Number:	78793638	BORN FREE	
CORRESPONDENCE DATA			
Fax Number:	(212)259-2576		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.408.2576		
Email:	nytmdpt@bakerbotts.com		
Correspondent Name:	Doreen L. Costa, Baker Botts LLP		
Address Line 1:	30 Rockefeller Plaza		
Address Line 2:	44th Floor		
Address Line 4:	New York, NEW YORK 10112-4498		
ATTORNEY DOCKET NUMBER:	072028.0111.03357		
NAME OF SUBMITTER:	Doreen L. Costa		

CH \$90.00 1886676

Signature:

/Doreen L. Costa/

Date:

08/22/2007

Total Attachments: 2

source=Smarter Living TM Assignment#page1.tif

source=Smarter Living TM Assignment#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, B.P GOURMET, INC., a corporation organized and existing under the laws of the state of New York, having an address at 1556 Ocean Avenue, Suite 17, Bohemia, New York 11716 (hereafter "Assignor") is the owner of all right, title and interest in and the trademarks, trademark registrations and pending applications listed on Schedule 1 hereto, together with the goodwill of the business associated therewith (hereafter the "Marks"); and

WHEREAS, SMARTER LIVING, INC., a corporation organized and existing under the laws of the state of New York, having an address at 1556 Ocean Avenue, Suite 17, Bohemia, New York 11716 (hereafter "Assignee") has acquired all of the assets of Assignor and desires to acquire all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, in the United States.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and set over to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks and the pending applications and registrations therefor, together with the goodwill of the business symbolized by the Marks;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Marks throughout the world, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

B.P GOURMET, INC.

SMARTER LIVING, INC.

By: *Florence Botts*
Name: Pres.
Title:
Date: 7/20/07

By: *Florence Botts*
Name: Pres.
Title:
Date: 7/20/07

SCHEDULE 1

MARK

REG. / APPLN. NO.

FREIDA'S KITCHEN

1,886,676

NO SACCHARIN 0% SUGAR
NO ASPARTAME & Design

2,230,742

BORN FREE

78/793,638