

Doc Code:

FORM PTO-1594 (Modified)  
(Rev. 07/05)  
OMB No. 0651-0027 (exp. 6/30/2008)  
TM05/REV04

Docket No.:

3059

RECORDATION FORM COVER SHEET

TRADEMARKS / SERVICE MARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached original documents or the new address(es) below.

1. Name of conveying party(ies):

**AROMATI FOODSTUFF TRADING**

- Individual(s)
- General Partnership
- Corporation-State: \_\_\_\_\_
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) **UNITED ARAB EMIRATES**  
Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance/Execution Date(s):

Execution Date: **MAY 15, 2007**

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

2. Name and address of receiving party(ies):

Additional names, addresses, or citizenship attached?  Yes  No

Name: **WHOLESOME CHOICE MARKET, INC.**

Internal Address: \_\_\_\_\_

Street Address: **18040 CULVER DRIVE**

City: **IRVINE**

State: **CALIFORNIA**

Country: **US** ZIP: **92612**

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship **CALIFORNIA**
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from

4. Application number(s) or registration numbers(s) and identification or description of the Trademark/Service Mark:

A. Trademark / Service Mark Application No.(s)

B. Trademark / Service Mark Registration No.(s)

**2,834,172**

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s)/Service Mark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: **WALTER A. HACKLER, Ph.D.**

Internal Address: \_\_\_\_\_

Street Address: **2372 S.E. BRISTOL STREET, SUITE B**

City: **NEWPORT BEACH**

State: **CALIFORNIA** Zip: **92660-0755**

Phone Number: **(949) 851-5010**

Fax Number: **(949) 752-1925**

Email Address: \_\_\_\_\_

6. Total number of applications and registrations involved:

**1**

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ **40**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_

Expiration Date \_\_\_\_\_

b. Deposit Account Number **08-0114**

Authorized User Name **WALTER A. HACKLER**

9. Signature: \_\_\_\_\_

Signature

**AUGUST 28, 2007**

Date

**WALTER A. HACKLER**

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

**4**

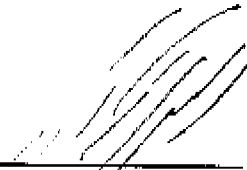
**ASSIGNMENT OF TRADEMARK**

WHEREAS, Aromati Foodstuff Trading organized and existing under the laws of United Arab Emirate and doing business at PO Box 17062, Dubai, United Arab Emirates, has adapted and has used in its business the mark "Wholesome Choice DESIGN" and is owner of registration No. 2,834,172 registered in the United States Patent and Trademark Office on April 20, 2004 and whereas Wholesome Choice Market, Inc., a corporation dully organized and existing under the laws of the State of California, located and doing business at 18040 Culver Dr., Irvine CA 92612, is desirous of acquiring said mark and said registration.

NOW, THEREFORE, in consideration of and in exchange for the sum of 10 dollars and other good and valuable consideration, the receipt of which is hereby acknowledged, Aromati Foodstuff Trading does sell, assign, transfer and set over the Wholesome Choice Market, Inc. the entire right, title and interest in to said mark, together with the goodwill of the business associated with the mark and the registration thereof.

All correspondence should be directed to:

Attn: Mike Mokhtare  
Wholesome Choice Market, Inc.  
18040 Culver Dr.,  
Irvine, CA 92612  
Phone: 949-551-4111

Aromati Foodstuff Trading By:   
R. Torkamani Azar

Date: Nov 15, 2007

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

TRANSMITTAL LETTER (GENERAL)  
for Transmission by Facsimile

Applicant/Registrant:	<b>AROMATI FOODSTUFF TRADING</b>	Docket No.
Serial No.:	<b>76/524,776</b>	<b>3059</b>
Registration No.:	<b>2,834,172</b>	
Trademark:	<b>WHEAT STEM LOGO</b>	

TO THE COMMISSIONER FOR TRADEMARKS:

Transmitted herewith is the following:

**RECORDATION FORM COVER SHEET  
ASSIGNMENT**

- No fee is required.
- Please charge Deposit Account No. **08-0114** in the amount of **\$40.00**
- The Director is hereby authorized to charge any underpayment of fees associated with this submission or credit any overpayment to Deposit Account No. **08-0114**
- Please charge my credit card in the amount of \_\_\_\_\_ as filing fee.

**WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on form PTO-2038.**



\_\_\_\_\_  
*Signature*

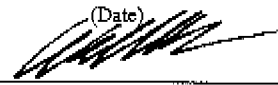
Dated: AUGUST 28, 2007

**WALTER A. HACKLER, Ph.D.  
PATENT LAW OFFICE  
2372 S.E. BRISTOL STREET, SUITE B  
NEWPORT BEACH, CALIFORNIA 92660-0755**

**TEL: (949) 851-5010**

**FAX: (949) 752-1925**

cc:

<p>I certify that this transmittal and attached document(s) are being facsimile transmitted under 37 C.F.R. 1.8 to the United States Patent and Trademark Office (Fax No. 571.273.0140 ) on</p> <p style="text-align: center;"><u>AUGUST 28, 2007</u></p> <p style="text-align: center;">(Date)</p>  <p style="text-align: center;"><i>Signature</i> <b>WALTER A. HACKLER</b></p> <p style="text-align: center;"><i>Typed or Printed Name of Person Signing Certificate</i></p>
--

**TRADEMARK**

2372 S.E. BRISTOL STREET, SUITE 8  
NEWPORT BEACH, CALIFORNIA 92660-0755  
TEL: 949.851.5010; FAX: 949.752.1925

**WALTER A. HACKLER  
LAW OFFICE**

# Fax

**To:** Assignment Division

**From:** Walter A. Hackler

**Fax:** 571.273.0140

**Pages:** 4

**Phone:** 703.308.9723

**Date:** Tuesday, August 28, 2007

**Re:** Recordation Form Cover Sheet and  
Assignment

**CC:**

**Urgent**     **For Review**     **Please Comment**     **Please Reply**     **Please Recycle**

• **Comments:**

The documents accompanying this transmission contain confidential information that is legally privileged. The information is intended only for the use of the specified recipient, and therefore you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this information is strictly prohibited. If you have received this information in error, please notify us immediately by telephone at 949.851.5010 to arrange for correction.

**RECORDED: 08/28/2007**

**TRADEMARK  
REEL: 003611 FRAME: 0981**