

Doc Code:

FORM PTO-1584 (Modified)  
(Rev. 07/05)  
OMB No. 0651-0027 (exp. 6/30/2008)  
TM05/REV04

Docket No.:

2990

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):

**WHOLESOME CHOICE, INC.**

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

Citizenship (see guidelines)

Additional names(s) of conveying party(ies)  Yes  No

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

Execution Date: 05/25/2004

- 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)

2,971,569

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

CH \$40.00 080114 2971569

ASSIGNMENT OF TRADEMARK

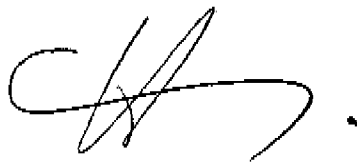
WHEREAS, Wholesome Choice Inc., a corporation dully organized and existing under the laws of the State of California, located and doing business at 18040 Culver Dr., Irvine, CA 92612 has adapted and has used in its business the mark "WHOLESOME CHOICE" and is owner of registration No. 2,971,569 registered in the United States Patent and Trademark Office on July 19, 2005 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 2332 Barranca Pkwy., Irvine CA 92606, 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, Wholesome Choice, Inc. 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 (President)  
Wholesome Choice Market, Inc.  
18040 Culver Dr.  
Irvine, CA 92612  
Phone: 949-551-4111

Wholesome Choice, Inc. By: \_\_\_\_\_



Mohammad Mokhtare

Date: \_\_\_\_\_

5/25/2004

TRADEMARK

REEL: 003611 FRAME: 0983

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

TRANSMITTAL LETTER (GENERAL)  
for Transmission by Facsimile

Applicant/Registrant: **WHOLESOME CHOICE, INC.**  
Serial No.: **76/455,490**  
Registration No.: **2,971,569**  
Trademark: **WHOLESOME CHOICE**

Docket No.  
**2990**

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**

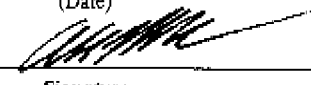
**FAX: (949) 752-1925**

CC:

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

AUGUST 28, 2007

(Date)



*Signature*

**WALTER A. HACKLER**

*Typed or Printed Name of Person Signing Certificate*

**TRADEMARK**

TM20/REV03

2372 S.E. BRISTOL STREET, SUITE B  
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

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**Fax:** 571.273.0140 **Pages:** 4

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**Phone:** 703.308.9723 **Date:** Tuesday, August 28, 2007

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

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

• **Comments:**

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