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TM05/REV04

Docket No.:

3193

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):

KUSHA, 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: SEPTEMBER 5, 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)

3,133,466

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

OCTOBER 2, 2007

Date

WALTER A. HACKLER

Name of Person Signing

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

3

ASSIGNMENT OF TRADEMARK

WHEREAS, Kusha, 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, has adapted and has used in its business the mark "MAHRAM" and is owner of registration No. 3133466 registered in the United States Patent and Trademark Office on August 22, 2006 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, Kusha, 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
Wholesome Choice Market, Inc.
18040 Culver Dr.
Irvine, CA 92612
Phone: 949-551-4111

Kusha, Inc. By: _____


Sivoush Nayyeri

Date: _____

9-5-07

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

Fax: 571.273.0140 **Pages:** 3

Phone: 703.308.9723 **Date:** Tuesday, October 02, 2007

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

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● **Comments:**

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RECORDED: 10/02/2007

TRADEMARK
REEL: 003633 FRAME: 0098