

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Tulip Ventures, LLC		11/07/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	First Juice, Inc.
Street Address:	19 Tulip Lane
City:	Randolph
State/Country:	NEW JERSEY
Postal Code:	07869
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77041997	FIRST SMOOTHIE
Serial Number:	77082110	TRAINING WHEELS FOR HEALTHY EATING
Serial Number:	78872829	FIRST JUICE
Serial Number:	78872830	CHANGING THE WORLD, ONE MOUTHFUL AT A TIME.
Serial Number:	78872833	SECOND JUICE
Serial Number:	78883422	TODDLER TASTEBUD TRAINING
Serial Number:	78916621	CHOICES FOR CHILDREN
Serial Number:	78923340	FIRST YOGURT

CORRESPONDENCE DATA

Fax Number: (918)583-9659
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: patents@fellerssnider.com
 Correspondent Name: R. Alan Weeks
 Address Line 1: 321 S. Boston, Ste. 800

OP \$215.00 77041997

Address Line 4: Tulsa, OKLAHOMA 74103

ATTORNEY DOCKET NUMBER: 66575

NAME OF SUBMITTER: R. Alan Weeks

Signature: /r. alan weeks/

Date: 11/08/2007

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK APPLICATIONS

WHEREAS, Tulip Ventures, LLC, a Delaware Limited Liability Company, (hereinafter "Assignor"), has intended to use the marks listed on "Schedule A" (hereinafter the "Marks") in commerce and has filed United States trademark applications, (hereinafter the "Applications"), indicating that intention, but has not yet filed an allegation of use under §§ 1(c) or 1(d) of the Trademark Act;

WHEREAS, Assignor has transferred to First Juice, Inc, a company incorporated pursuant to the laws of Delaware (hereinafter "Assignee"), the existing business of Assignor to which the Marks pertain;

WHEREAS, Assignee, as successor of the ongoing and existing business of Assignor to which the Marks pertain, is desirous of acquiring said Marks and the pending intent-to-use applications therefor;

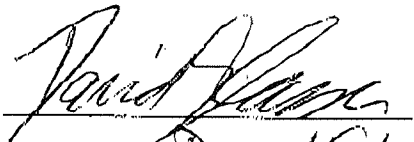
NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged:

ASSIGNOR does hereby assign to Assignee all right, title and interest in and to the Marks, including the Applications, and the goodwill of the business symbolized thereby.

IN WITNESS WHEREOF, Assignor has executed this Assignment on this 7th day of November, 2007.


ASSIGNOR:

Tulip Ventures, LLC


Name: David Glasser
Title: Managing Member

ASSIGNEE:

First Juice, Inc.


Name: David Glasser
Title: CEO

SCHEDULE A

1. United States Trademark Application No. 77/041,997, Filed on November 11, 2006, and entitled FIRST SMOOTHIE
2. United States Trademark Application No. 77/082,110, Filed on January 12, 2007, and entitled TRAINING WHEELS FOR HEALTHY EATING
3. United States Trademark Application No. 78/872,829, Filed on April 29, 2006, and entitled FIRST JUICE
4. United States Trademark Application No. 78/872,830, Filed on April 29, 2006, and entitled CUANGING THE WORLD, ONE MOUTHFUL AT A TIME
5. United States Trademark Application No. 78/872,833, Filed on April 29, 2006, and entitled SECOND JUICE
6. United States Trademark Application No. 78/883,422, Filed on May 15, 2006, and entitled TODDLER TASTEBUD TRAINING
7. United States Trademark Application No. 78/916,621, Filed on June 26, 2006, and entitled CHOICES FOR CHILDREN
8. United States Trademark Application No. 78/923,340, Filed on July 6, 2006, and entitled FIRST YOGURT