

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
Rodale Inc.		12/19/2007	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Organic Bouquet, Inc.		
Street Address:	750 Lindaro Street		
Internal Address:	Suite #330		
City:	San Rafael		
State/Country:	CALIFORNIA		
Postal Code:	94901		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2557900	ORGANIC STYLE	
CORRESPONDENCE DATA			
Fax Number:	(612)766-1600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-766-8178		
Email:	trademarkmpls@faegre.com, cbaraloto@faegre.com		
Correspondent Name:	Cathleen F. Baraloto, Esq.		
Address Line 1:	2200 Wells Fargo Center		
Address Line 2:	90 South Seventh Street		
Address Line 4:	Minneapolis, MINNESOTA 55402-3901		
ATTORNEY DOCKET NUMBER:	ORGANIC BOUQUET		
NAME OF SUBMITTER:	Cathleen F. Baraloto		
Signature:	/Cathleen F. Baraloto/		

OP \$40.00 2557900

Date:

12/19/2007

Total Attachments: 2

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Trademark Assignment

THIS ASSIGNMENT is made and entered into this 19th day of December, 2007, by Rodale Inc., a Pennsylvania corporation, with a principal place of business at 33 East Minor Street, Emmaus, Pennsylvania 18098-0099 ("Assignor"), and Organic Bouquet, Inc., a California corporation, with a principal place of business at 750 Lindero Street, Suite #330, San Rafael, California 94901 ("Assignee").

Assignor is the owner of the ORGANIC STYLE, ORGANIC STYLE BOUTIQUE, and FRESH THINKING FRESH LIVING trademarks set forth on the attached Schedule A ("Marks"), and pursuant to an Agreement of Sale dated February 16, 2007, has agreed to assign all rights, title and interest in and to, and to the use of, the Marks and United States registration and applications for registration of said Marks identified in Schedule A.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer, assign and sell to Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, all registrations and applications for registration of the Marks, including those specifically identified in Schedule A, and all claims for damages by reason of past infringement of the Marks, including all rights therein provided by international conventions and treaties, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

RODALE INC.

By: 
Name: PAUL A. McBratney
Title: General Counsel

SCHEDULE A

Mark

Reg. No.

ORGANIC STYLE

2,557,900

Common Law Marks

ORGANIC STYLE BOUTIQUE
FRESH THINKING FRESH LIVING