

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
William P Haugh		01/08/2008	SOLE PROPRIETORSHIP: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Dr. Smoothie Brands		
Street Address:	1730 Raymer Ave.		
City:	Fullerton		
State/Country:	CALIFORNIA		
Postal Code:	92833		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3244953	CAFE ESSENTIALS	
Registration Number:	2581173	DOC SMOOTHIE'S "JUST WHAT THE DOC ORDERED"	
CORRESPONDENCE DATA			
Fax Number:	(714)449-1432		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	714.449.9787		
Email:	jasonm@drsmoothie.com		
Correspondent Name:	William P Haugh		
Address Line 1:	1730 Raymer Ave.		
Address Line 4:	Fullerton, CALIFORNIA 92833		
NAME OF SUBMITTER:	William P Haugh		
Signature:	/william p haugh/		
Date:	01/08/2008		

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