

## 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
Anissa Buckley		03/04/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Electronic Imaging Services, Inc.		
Doing Business As:	DBA Vestcom Retail Solutions		
Street Address:	7302 Kanis Road		
City:	Little Rock		
State/Country:	ARKANSAS		
Postal Code:	72207		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77216560	EASY TO EAT WELL	
CORRESPONDENCE DATA			
Fax Number:	(913)451-0875		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	913-451-5100		
Email:	ipdocketing@lathropgage.com		
Correspondent Name:	A. Justin Poplin		
Address Line 1:	10851 Mastin Boulevard, Bldg 82		
Address Line 2:	Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210-1669		
ATTORNEY DOCKET NUMBER:	444330		
NAME OF SUBMITTER:	A. Justin Poplin		
Signature:	/A. Justin Poplin/		

CH \$40.00 77216560

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TRADEMARK  
REEL: 003734 FRAME: 0250

Date:

03/07/2008

Total Attachments: 1

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## ASSIGNMENT OF TRADEMARK

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Anissa Buckley**, an individual residing at 19 Seton Court, Penfield, NY 14526, grants, conveys and assigns to Electronic Imaging Services, Inc., a Delaware corporation, dba Vestcom Retail Solutions, whose corporate offices are at 7302 Kanis Road, Little Rock, AR 72207 all right, title, and interest in and to United States Trademark Application EASY TO EAT WELL, Application No. 77/216,560, together with the goodwill of the business symbolized by the trademark, all common law rights and registrations associated with the trademark, all claims for damages by reason of past infringement of said trademark, and the right to sue and collect for any past infringement of said trademark.

Anissa Buckley  
Anissa Buckley

March 4, 2008  
Date

STATE OF NEW YORK     )  
                                      ) ss.  
COUNTY OF MONROE     )

On this 4<sup>th</sup> day of March, 2008, before me, a Notary Public in and for the above State and County, personally appeared Anissa Buckley, to me personally known and known to me to be the person of that name who signed and sealed the above instrument, and he acknowledged the same to be her free act and deed.

Jeffrey F. Devoesick  
Notary Public

My Commission Expires:

JEFFREY F. DEVOESICK  
Notary Public, State of New York  
Monroe County  
Commission Expires January 7, 2012