

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
BEAR NAKED, INC.		03/10/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	BEAR NAKED, INC.
Street Address:	ONE KELLOGG SQUARE
Internal Address:	DAVID A HERDMAN
City:	BATTLE CREEK
State/Country:	MICHIGAN
Postal Code:	49016-3599
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 36

Property Type	Number	Word Mark
Registration Number:	2800495	BEAR NAKED
Registration Number:	3161484	BEAR NAKED
Registration Number:	3260867	BEAR NAKED
Registration Number:	3155951	FUEL YOUR WILD LIFE
Serial Number:	77208693	APPALACHIAN TRAIL
Serial Number:	76594523	BEAR NAKED
Serial Number:	76594521	BEAR NAKED
Serial Number:	77192112	BEAR NAKED
Serial Number:	77192697	BEAR NAKED
Serial Number:	77192718	BEAR NAKED
Serial Number:	77192755	BEAR NAKED
Serial Number:	77192779	BEAR NAKED
Serial Number:	77192735	BEAR NAKED

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Serial Number:	77212202	BEAR NAKED
Serial Number:	77208319	BEAR NAKED PEAK
Serial Number:	77208358	BEAR NAKED CRACKED
Serial Number:	77208586	BEAR NAKED DIPPED
Serial Number:	77208379	BEAR NAKED PEELED
Serial Number:	77208809	BEAR NAKED FIT
Serial Number:	77208548	BEAR NAKED NATIVE
Serial Number:	78956185	
Serial Number:	77192746	
Serial Number:	77192144	
Serial Number:	77192702	
Serial Number:	77192726	
Serial Number:	77192761	
Serial Number:	77192789	
Serial Number:	77212238	
Serial Number:	77208782	CONTINENTAL DIVIDE
Serial Number:	77208640	CRACKED & PEELED
Serial Number:	76594520	FUEL YOUR WILD LIFE
Serial Number:	76594522	FUEL YOUR WILD LIFE
Serial Number:	77208670	HEAVENLY CHOCOLATE
Serial Number:	77208742	HIGH SIERRA BLEND
Serial Number:	77208722	PACIFIC CREST
Serial Number:	77208760	ROCKY MOUNTAIN MIX

CORRESPONDENCE DATA

Fax Number: (269)961-3276
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 269-961-2170
Email: trademarks@kellogg.com
Correspondent Name: BEAR NAKED, INC.
Address Line 1: ONE KELLOGG SQUARE, PO BOX 3599
Address Line 2: DAVID A HERDMAN
Address Line 4: BATTLE CREEK, MICHIGAN 49016-3599

ATTORNEY DOCKET NUMBER:	BEAR NAKED ASSIGNMENTS
NAME OF SUBMITTER:	DAVID A HERDMAN
Signature:	/DAVID A HERDMAN/

TRADEMARK

REEL: 003734 FRAME: 0954

Date:

03/10/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This assignment made this 10th day of March, 2008, by and between BEAR NAKED, INC. (FEIN 38-3659366), (hereinafter "Assignor"), a Delaware corporation, having its principal place of business at One Selleck Street, Norwalk, Connecticut 06865, and BEAR NAKED, INC. (FEIN 26-1131659), (hereinafter "Assignee"), a Delaware corporation having its principal place of business at One Kellogg Square, Battle Creek, Michigan 49016.

WHEREAS, Assignor owns and has used, or is using, or proposed to use, the trademarks identified in the attached schedule A (collectively, hereinafter the "Marks") in the United States.

WHEREAS, Assignee is desirous of acquiring the Marks and all rights therein, including the goodwill of the business associated therewith, as well as all common-law rights and all federal trademark and service mark registrations and applications identified in Schedule A attached hereto and made a part hereof.

NOW, THEREFORE, for valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all rights, title, and interest in and to the Marks, all common-law rights, all federal registrations and applications identified in Schedule A together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Marks.

Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment as well as provide such other material, information, or assistance as Assignee may consider necessary.

This assignment shall be binding on the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

BEAR NAKED, INC. (Assignor)
(FEIN 38-3659366)

BEAR NAKED, INC. (Assignee)
(FEIN 26-1131659)

Signature: [Handwritten Signature]

Signature: [Handwritten Signature]

Typed: Kelly Flattery

Typed: Todd W. Haigh

Title: FOUNDER/PRESIDENT








Title: Secretary

Date: March 10, 2008


Date: March 10, 2008

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SCHEDULE A

Mark	Registration No.	Serial No.
APPALACHIAN TRAIL		77/208,693
BEAR NAKED	2,800,495	
BEAR NAKED		76/594,523
BEAR NAKED		76/594,521
BEAR NAKED	3,161,484	
BEAR NAKED	3,260,867	
BEAR NAKED		77/192,112
BEAR NAKED		77/192,697
BEAR NAKED		77/192,718
BEAR NAKED		77/192,755
BEAR NAKED		77/192,779
BEAR NAKED		77/192,735
BEAR NAKED		77/212,202
BEAR NAKED PEAK		77/208,319
BEAR NAKED CRACKED		77/208,358
BEAR NAKED DIPPED		77/208,586
BEAR NAKED PEELED		77/208,379
BEAR NAKED FIT		77/208,809
BEAR NAKED NATIVE		77/208,548
		78/956,185
		77/192,746
		77/192,144
		77/192,702
		77/192,726
		77/192,761
		77/192,789

SCHEDULE A

Mark	Registration No.	Serial No.
		77/212,238
CONTINENTAL DIVIDE		77/208,782
CRACKED & PEELED		77/208,640
FUEL YOUR WILD LIFE		76/594,520
FUEL YOUR WILD LIFE		76/594,522
FUEL YOUR WILD LIFE	3,155,951	
HEAVENLY CHOCOLATE		77/208,670
HIGH SIERRA BLEND		77/208,742
PACIFIC CREST		77/208,722
ROCKY MOUNTAIN MIX		77/208,750