

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
Jerry Griffiths		02/06/2008	INDIVIDUAL: UNITED STATES
Juna Griffiths		02/06/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Pioneer Family Brands, Inc.		
Street Address:	12674 South Pony Express Road		
City:	Draper		
State/Country:	UTAH		
Postal Code:	84020		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1566264		
Registration Number:	3188650	SOFT ICE	
Registration Number:	1359508	TROPICAL SNO	
CORRESPONDENCE DATA			
Fax Number:	(801)566-0750		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-566-6633		
Email:	murphy@tnw.com		
Correspondent Name:	Thorpe North and Western, LLP		
Address Line 1:	8180 South 700 East Suite 350		
Address Line 2:	P.O. Box 1219		
Address Line 4:	Sandy, UTAH 84091-1219		
ATTORNEY DOCKET NUMBER:	00635-8540.TM		
NAME OF SUBMITTER:	Peter M. de Jonge		

OP \$90.00 1566264

Signature:

/petermdejonge/

Date:

03/10/2008

Total Attachments: 6

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WHEN RECORDED RETURN TO:
Peter M. de Jonge
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

Attorney Docket No.: 00635-8540.TM

ASSIGNMENT

WHEREAS, Jerry Griffiths and Juna Griffiths , (hereinafter referred to as "ASSIGNORS"), citizens of the United States of America, having a principal address at, 924 Osmond Lane, Provo, Utah 84604, are the owners of all right, title, and interest in and to the trademark SUN AND WAVE and Design (hereinafter referred to as the "Mark") which is registered with the U.S. Patent and Trademark Office under Registration Number 1566264 having a registration date of 11/14/1989 (hereinafter referred to as the "registration"); and

WHEREAS, Pioneer Family Brands, Inc., (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 12674 So. Pony Express Rd., #1, Draper, UT 84020, Draper, UT 84020, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNORS and the above-identified registration;

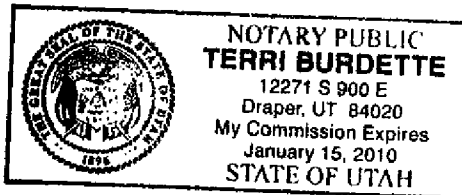
NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNORS by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNORS HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified registration with the goodwill of the business symbolized by and associated with the Mark.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 6 day of Feb, 2008.

Jerry W. Griffiths
By: Jerry Griffiths

STATE OF Ut)
 : ss
County of Sk)



Before me personally appeared Jerry Griffiths and acknowledged the foregoing instrument to be his free act and deed this 6 day of Feb, 2008.

TERRI BURDETTE
Notary Public

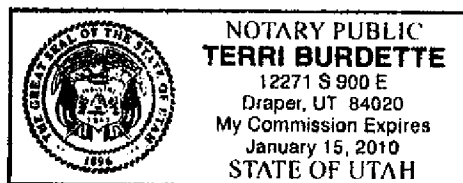
EFFECTIVE as of this 6 day of Feb, 2008.

Juna Griffiths
By: Juna Griffiths

STATE OF Ut)
 : ss
County of Sk)

Before me personally appeared Juna Griffiths and acknowledged the foregoing instrument to be his free act and deed this 6 day of Feb, 2008.

TERRI BURDETTE
Notary Public



WHEN RECORDED RETURN TO:
Peter M. de Jonge
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

Attorney Docket No.: 00635-7464.TM.A

ASSIGNMENT


WHEREAS, Jerry Griffiths and Juna Griffiths , (hereinafter referred to as “ASSIGNORS”), citizens of the United States of America, having a principal address at, 924 Osmond Lane, Provo, Utah 84604, are the owners of all right, title, and interest in and to the trademark SOFT ICE (hereinafter referred to as the “Mark”) which is registered with the U.S. Patent and Trademark Office under Registration Number 3188650 having a registration date of 12/26/2006 (hereinafter referred to as the “registration”); and

WHEREAS, Pioneer Family Brands, Inc., (hereinafter referred to as “ASSIGNEE”), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 12674 So. Pony Express Rd., #1, Draper, UT 84020, Draper, UT 84020, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNORS and the above-identified registration;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNORS by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNORS HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified registration with the goodwill of the business symbolized by and associated with the Mark.

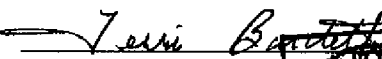
This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.


EFFECTIVE as of this 6 day of Feb, 2008.


By: Jerry Griffiths


STATE OF ut)
 : ss
County of sd)

Before me personally appeared Jerry Griffiths and acknowledged the foregoing instrument to be his free act and deed this 6 day of Feb, 2008.


Notary Public

 NOTARY PUBLIC
TERRI BURDETTE
12271 S 900 E
Draper, UT 84020
My Commission Expires
January 15, 2010
STATE OF UTAH


EFFECTIVE as of this 6 day of Feb, 2008.


By: Juna Griffiths

STATE OF ut)
 : ss
County of sd)

Before me personally appeared Juna Griffiths and acknowledged the foregoing instrument to be his free act and deed this 6 day of Feb, 2008.


Notary Public

 NOTARY PUBLIC
TERRI BURDETTE
12271 S 900 E
Draper, UT 84020
My Commission Expires
January 15, 2010
STATE OF UTAH

WHEN RECORDED RETURN TO:
Peter M. de Jonge
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

Attorney Docket No.: 00635-7461.TM

ASSIGNMENT

WHEREAS, Jerry Griffiths and Juna Griffiths, (hereinafter referred to as "ASSIGNORS"), citizens of the United States of America, having a principal address at, 924 Osmond Lane, Provo, Utah 84604, are the owners of all right, title, and interest in and to the trademark TROPICAL SNO (hereinafter referred to as the "Mark") which is registered with the U.S. Patent and Trademark Office under Registration Number 1359508 having a registration date of 09/10/1985 (hereinafter referred to as the "registration"); and

WHEREAS, Pioneer Family Brands, Inc., (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 12674 So. Pony Express Rd., #1, Draper, UT 84020, Draper, UT 84020, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNORS and the above-identified registration;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNORS by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNORS HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified registration with the goodwill of the business symbolized by and associated with the Mark.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 6 day of Feb, 2008.

Jerry Griffiths
By: Jerry Griffiths

STATE OF Ut)
 : ss
County of SL)

Before me personally appeared Jerry Griffiths and acknowledged the foregoing instrument to be his free act and deed this 6 day of Feb, 2008.

TERRI BURDETTE
Notary Public



NOTARY PUBLIC
TERRI BURDETTE
12271 S 900 E
Draper, UT 84020
My Commission Expires
January 15, 2010
STATE OF UTAH

EFFECTIVE as of this 6 day of Feb, 2008.

Juna Griffiths
By: Juna Griffiths

STATE OF Ut)
 : ss
County of SL)

Before me personally appeared Juna Griffiths and acknowledged the foregoing instrument to be his free act and deed this 6 day of Feb, 2008.

TERRI BURDETTE
Notary Public



NOTARY PUBLIC
TERRI BURDETTE
12271 S 900 E
Draper, UT 84020
My Commission Expires
January 15, 2010
STATE OF UTAH