

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
Pioneer Family Brands, Inc.		02/06/2008	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	Freezing Point, LLC		
Street Address:	12674 South Pony Express Road #1		
City:	Draper		
State/Country:	UTAH		
Postal Code:	84020		
Entity Type:	LIMITED LIABILITY COMPANY: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2733133	FRAZIL	
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:	00635-20262.TM		
NAME OF SUBMITTER:	Peter M. de Jonge		
Signature:	/petermdejonge/		
Date:	03/10/2008		

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Total Attachments: 2
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WHEN RECORDED
Peter M. de Jonge
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

Attorney Docket No.: 00635-20262.TM

ASSIGNMENT

WHEREAS, Pioneer Family Brands, Inc., (hereinafter referred to as "ASSIGNOR"), a corporation duly organized and existing under the laws of the State of Utah having a principal business office at, 12674 South Pony Express Road, Draper, Utah 84020, is the owner of all right, title, and interest in and to the trademark **FRAZIL** (hereinafter referred to as the "Mark") which is registered with the U.S. Patent and Trademark Office under Registration No. 2733133, having a registration date of July 1, 2003 (hereinafter referred to as the "registration"); and

WHEREAS, Freezing Point, LLC, (hereinafter referred to as "ASSIGNEE"), a Limited Liability Company organized and existing under the laws of the State of Utah, having a principal business office at, 12674 South Pony Express Road, Draper, Utah 84020, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified registration;

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

