

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
Brian Jacobs		01/11/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	United Natural Foods, Inc.		
Street Address:	260 Lake Road		
City:	Dayville		
State/Country:	CONNECTICUT		
Postal Code:	06241		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2868274	KRISPY CRUNCHY PUFFS	
Registration Number:	3131189	SOY-FULL HEART	
Registration Number:	3338555	SOY-FULL HEART FLATBREAD	
Registration Number:	2884619	THE HEALTHIEST PUFF YOU'LL EVER TAKE	
CORRESPONDENCE DATA			
Fax Number:	(401)273-4447		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	401-273-4446		
Email:	cmb@barjos.com		
Correspondent Name:	Cynthia Branca, Barlow, Josephs & Holmes		
Address Line 1:	101 Dyer Street, 5th Floor		
Address Line 4:	Providence, RHODE ISLAND 02903		
ATTORNEY DOCKET NUMBER:	U010TUMARO-GENERAL		
NAME OF SUBMITTER:	Cynthia M. Branca		

OP \$115.00 2868274

Signature:

/cynthia m. branca/

Date:

03/26/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment is made effective as of the 11th day of January, 2008 from Brian Jacobs ("Assignor") to United Natural Foods, Inc. ("Assignee").

WHEREAS, Assignor owns the following Trademarks registered in the United States (collectively, the "Marks"):

<u>Trademark</u>	<u>Registration Date</u>	<u>Registration No.</u>
Krispy Crunchy Puffs	8/3/04	2868274
Soy-Full Heart	8/15/06	3131189
Soy-Full Heart Flatbread	11/20/07	3338555
The Healthiest Puff You'll Ever Take	9/14/04	2884619
Wrapables	3/22/05	2935159

together with the goodwill of the business symbolized thereby;

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Marks, together with the goodwill symbolized thereby; and

WHEREAS, Assignor has agreed to assign and transfer to Assignee all right, title and interest owned by Assignor in the Marks, together with the goodwill symbolized thereby.

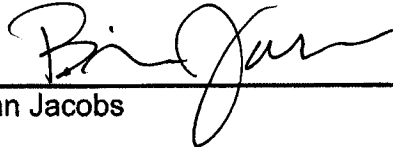
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, and intending to be legally bound hereby, Assignor hereby assigns, transfers, conveys and grants to Assignee all right, title, and interest now owned and possessed by Assignor in and to the Marks along with the goodwill symbolized by the Marks.

This Assignment shall be binding upon and inure to the benefit of Assignor and Assignee and their respective successors in interest and assigns.

This Trademark Assignment is being entered into in connection with that certain Asset Purchase Agreement (the "Agreement") of even date herewith by and among the same parties. In the event of any conflict between this Trademark Assignment and the Agreement, the terms and conditions of the Agreement shall prevail.

[signature block appears on the next page]

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of the date first specified above.



Brian Jacobs

Signature Page to Brian Jacobs Trademark Assignment