

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
Byron Holl		04/25/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Kelly Biensen		
Street Address:	P.O. Box 87		
City:	State Center		
State/Country:	IOWA		
Postal Code:	50247-9674		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1614045	EDEN FARMS NATURALLY GOOD FOOD	
CORRESPONDENCE DATA			
Fax Number:	(515)283-8045		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(515) 283-3123		
Email:	hmrogers@nyemaster.com		
Correspondent Name:	Hannah M. Rogers		
Address Line 1:	700 Walnut St, Suite 1600		
Address Line 4:	Des Moines, IOWA 50309		
NAME OF SUBMITTER:	Hannah M. Rogers		
Signature:	/Hannah M. Rogers/		
Date:	06/11/2008		

OP \$40.00 1614045

Total Attachments: 4
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ASSIGNMENT OF REGISTRATION

WHEREAS, Byron Holl, of 1948 36 Rd., Minden, NE 68959 ("the Assignor"), acquired and used the mark "Eden Farms Naturally Good Food" with design which is registered in the United States Patent and Trademark Office as Registration No. 1, 614, 045, dated September 18, 1990 ("the Mark"); and

WHEREAS, Kelly Biensen, of Eden Natural, LLC, at P.O. Box 87, State Center, Iowa 50247-9674 ("the Assignee"), is desirous of acquiring the Mark and the registration thereof; and

WHEREAS, Assignor has not represented to Assignee that Assignor is currently using the Mark; and

WHEREAS, Assignor desires to assign to Assignee all of its rights and titles, if any, in the Mark, and in and to the above-referenced registration thereof.

NOW, THEREFORE, for good and valuable consideration of Five Thousand and No/100 Dollars (\$5,000.00), receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right and title of Assignor, if any, in and to the Mark, including all good will associated with the Mark, and the above-identified registration of the Mark.

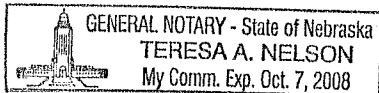
Assignee acknowledges receipt of a copy of the agreement dated April 2, 1990, by and between Eden Foods, Inc., and Eden Farms, Inc., regarding the use of the Mark, and agrees to be bound by such agreement.

4-25-08
Date

Judith A. Holl P.O.A
Judith A. Holl as Power of Attorney
for Byron Holl
1948 36 Rd.
Minden, NE 68959

STATE OF NEBRASKA)
) SS:
COUNTY OF KEARNEY)

On this 25 day of April, 2008, before me, a Notary Public, appeared Judith A. Holl, the person who signed this instrument, who acknowledges that she signed it as Power of Attorney for Byron Holl, and as a free and voluntary act on behalf of the identified party, with full authority to do so.



Teresa A. Nelson
Notary Public

DURABLE POWER OF ATTORNEY

KNOW ALL MEN BY THESE PRESENTS:

That I, **Byron W. Holl**, do hereby nominate, constitute and appoint **Judith A.**

Holl, my true and lawful attorney in fact, for me and in my name, place and stead, and

for my use and benefit:

A. To receive debts and payments.

To ask, demand, sue for, recover, collect, and receive all such sums of money, debts, dues, accounts, legacies, bequests, interest, dividends, annuities, employee benefits, insurance benefits, Social Security benefits, and demands whatsoever as are now or shall hereafter become due, owing, payable, or belonging to me and have, use, and take all lawful ways and means in my name or otherwise for the recovery thereof, by attachments, arrests, distress, or otherwise, and to compromise and agree for the same and give acquittances or other sufficient discharges and releases;

B. To deal with property.

For me and in my name, to make, execute and deliver, to bargain, contract, agree for, purchase, receive, and take lands, and all lands, and all or any interest in property, and all deeds and other assurances, in the law therefore, and to lease, let, demise, bargain, sell, release, convey, mortgage, and hypothecate lands (to include my personal residence and homestead), and all or any interest in property upon such terms and conditions and under such covenants as she shall think fit, irrespective of the state within which said property is located;

C. To conduct business.

Also to bargain and agree for, buy, sell, borrow, mortgage, hypothecate, and in any and every way and manner deal in and with goods, wares, and merchandise, choses in action, and other property in possession or in action, and to make, do, and transact all and every kind of business of whatsoever nature and kind;

D. To execute instruments.

And also for me and in my name, and as my act and deed, to sign, seal, execute, deliver and acknowledge such deeds, leases, mortgages, hypothecations, bills, bonds, notes, receipts, evidence of debt, releases and satisfaction of mortgage, judgments and other debts, income tax returns and all other instruments related thereto, and such other instruments in writing of whatsoever kind and nature as may be necessary or proper in the premises.

E. To deal with bank accounts and deposit boxes.

And also to make withdrawals from or deposits to any bank account or savings or loan account or other cash account in my name; to open, close, execute, restructure and otherwise freely negotiate all transactions with respect to such accounts; and to enter and have free access to any safe deposit box in my name for the purpose of adding property thereto or removing property therefrom;

F. Invest money.

And also to invest money in my name in any stocks, shares, bonds, securities or other property, real or personal, as my attorney in fact may think proper, and to receive and give receipts for any income or dividends arising from such investments, and to vary or dispose of all and any such investments or other investments for my use and benefit as my attorney in fact may think fit.

G. To deal with doctors, dentists, hospitals and nursing homes.

And also for me and in my name, and as my act and deed, to exercise all powers regarding my care and custody, to include, but not limited to, giving consent to surgical operations and medical and dental treatment, executing all documents for admission to and release from hospitals, nursing homes and care facilities and any and all further acts affecting my care and custody.

H. To ratify acts.

Giving and granting unto my said attorney in fact full power and authority to do and perform every act necessary, requisite, or proper to be done in and about the premises as fully as I might or could do if personally present, with full power of substitution and revocation, hereby ratifying and confirming all that my said attorney shall lawfully do or cause to be done by virtue hereof.

I. To be effective immediately and endure disability.

This power of attorney shall be effective immediately and shall not be affected by disability of the principal.

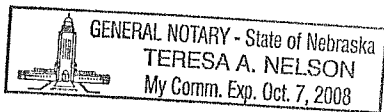
IN WITNESS WHEREOF, I have hereunto signed my name on May 31, 2007.

Byron W. Holl
Byron W. Holl

STATE OF NEBRASKA)
) ss.
County of Kearney)

On May 31, 2007, before me, the undersigned Notary Public, personally appeared Byron W. Holl, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purpose therein contained.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.



Teresa A. Nelson
Notary Public