

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sustainable Agrico, LLC		06/12/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Mars, Incorporated
Street Address:	6885 Elm Street
City:	McLean
State/Country:	VIRGINIA
Postal Code:	22101-3883
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	3326527	GOODNESS FROM THE GROUND UP
Registration Number:	2541271	GOODNESS FROM THE GROUND UP
Registration Number:	2523457	GOODNESS FROM THE GROUND UP
Registration Number:	3343691	PLEASE RECYCLE REDUCE REUSE REPAIR RETHINK RETOOL REINVENT RESIST REACT RESPECT REVERE REFLECT REFILL
Registration Number:	3343692	PLEASE RECYCLE REDUCE REUSE REPAIR RETHINK RETOOL REINVENT RESIST REACT RESPECT REVERE REFLECT REFILL RECLAIM RECHARGE REKINDLE REFORM REFRESH RESTORE RENEW
Registration Number:	2155010	SEEDS OF CHANGE
Registration Number:	2562293	SEEDS OF CHANGE
Registration Number:	2217953	SEEDS OF CHANGE
Registration Number:	2517279	SEEDSOFCHANGE
Registration Number:	2638654	SEEDSOFCHANGE

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Registration Number:	3383154	BAYANO
Registration Number:	3376545	NARRAGANSETT
Registration Number:	3399912	SANTA CATARINA
Registration Number:	3383234	SEEDS OF CHANGE
Registration Number:	3399921	VENETO

CORRESPONDENCE DATA

Fax Number: (202)857-6395

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202-857-6000

Email: booth.heather@arentfox.com

Correspondent Name: Cristina A. Carvalho

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Address Line 2: Arent Fox TM Docket

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-5339

ATTORNEY DOCKET NUMBER:	SOC REGISTRATION TRANSFER
NAME OF SUBMITTER:	Cristina A. Carvalho
Signature:	/Cristina A. Carvalho/
Date:	06/17/2008

Total Attachments: 2

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ASSIGNMENT

WHEREAS Sustainable Agrico, LLC, a Delaware limited liability company, having a place of business at 3209 Richards Lane, Santa Fe, New Mexico 87505 (“Assignor”), was the owner of all right, title, and interest in, under and to the trademarks listed in Exhibit A attached hereto; and

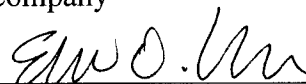
WHEREAS Mars, Incorporated, a Delaware corporation, having a place of business at 6885 Elm Street, McLean, Virginia 22101 (“Assignee”), acquired all right, title and interest in and to said marks, and the applications/registrations thereof, together with the goodwill of the business associated with the marks as of January 1, 2008;

WHEREAS, the parties desire to ratify said assignment;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said trademarks and the registrations thereof, together with the goodwill of the business symbolized by the trademarks nunc pro tunc as of January 1, 2008.

Sustainable Agrico, LLC, a Delaware limited liability company

Date: 6/12/08

By: 

Name: Ellen Kollar

Title: General Counsel, North America

EXHIBIT A¹

Trademark	Application No.	Registration No.	Registration Date
GOODNESS FROM THE GROUND UP	78687888	3326527	10/30/2007
GOODNESS FROM THE GROUND UP	75830993	2541271	2/19/2002
GOODNESS FROM THE GROUND UP	75981270	2523457	12/25/2001
PLEASE RECYCLE REDUCE REUSE REPAIR RETHINK RETOOL REINVENT RESIST REACT RESPECT REVERE REFLECT REFILL	77165049	3343691	11/27/2007
PLEASE RECYCLE REDUCE REUSE REPAIR RETHINK RETOOL REINVENT RESIST REACT RESPECT REVERE REFLECT REFILL RECLAIM RECHARGE REKINDLE REFORM REFRESH RESTORE RENEW	77165066	3343692	11/27/2007
SEEDS OF CHANGE	75297123	2155010	5/5/1998
SEEDS OF CHANGE	75830990	2562293	4/16/2002
SEEDS OF CHANGE	75977947	2217953	1/12/1999
SEEDSOFCHANGE B/W DEVICE	76231983	2517279	12/11/2001
SEEDSOFCHANGE ON GREEN BACKGROUND LABEL	76231984	2638654	10/22/2002
BAYANO	78848685	3383154	2/12/2008
NARRAGANSETT	78846925	3376545	1/29/2008
SANTA CATARINA	78848690	3399912	3/18/2008
SEEDS OF CHANGE	78904587	3383234	2/12/2008
VENETO	78853512	3399921	3/18/2008

¹ This assignment is effective with respect to all applications/registrations listed in Exhibit A, regardless of whether the records of the United States Patent and Trademark Office identify the current owner as “Sustainable Agrico, LLC, a Delaware Corporation” or “Sustainable Agrico, LLC, a Limited Liability Company in Delaware.” Due to an inadvertent clerical error, some of the applications/registrations listed in Exhibit A identified the owner as a corporation, when the appropriate entity type is a limited liability company.