

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: 11

Property Type	Number	Word Mark
Serial Number:	77201587	SNAP ORGANIC
Serial Number:	77246256	INSPIRE CHANGE
Serial Number:	77179149	SEED TO PLATE
Serial Number:	77164988	ANATOLIA
Serial Number:	77124083	BOCO
Serial Number:	77165025	ISLE OF SKYE
Serial Number:	77124105	KATAHDIN
Serial Number:	78848687	LA DOMINICANA
Serial Number:	77124094	PLAYA DEL COCO
Serial Number:	78904601	SEEDS OF CHANGE
Serial Number:	78906593	

CORRESPONDENCE DATA

Fax Number: (202)857-6395

900109106

**TRADEMARK
 REEL: 003797 FRAME: 0001**

OP \$290.00 77201587

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

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ATTORNEY DOCKET NUMBER:	SOC APPLICATIONS 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”), had adopted the trademarks listed in Exhibit A, and had applied for registration of those marks in the United States Patent and Trademark Office; and

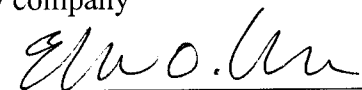
WHEREAS Mars, Incorporated, a Delaware corporation, having a place of business at 6885 Elm Street, McLean, Virginia 22101 (“Assignee”), acquired all right, title and interest in and to said marks, and the applications thereof, together with the ongoing business and the goodwill of the business pertaining thereto 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 applications thereof, including the portion of Assignor’s business to which the mark pertains, such business being ongoing and existing, together with the goodwill of the business symbolized by the trademark, and the above identified application thereof.

Sustainable Agrico, LLC, a Delaware limited liability company

Date: 6/12/08

By: 

Name: Ellen Kollar

Title: General Counsel, North America

EXHIBIT A

Trademark	Application No.	Application Date
SNAP ORGANIC	77201587	6/8/2007
INSPIRE CHANGE	77246256	8/3/2007
SEED TO PLATE	77179149	5/11/2007
ANATOLIA	77164988	4/25/2007
BOCO	77124083	3/7/2007
ISLE OF SKYE	77165025	4/25/2007
KATAHDIN	77124105	3/7/2007
LA DOMINICANA	78848687	3/29/2006
PLAYA DEL COCO	77124094	3/7/2007
SEEDS OF CHANGE	78904601	6/9/2006
SEEDS OF CHANGE MANDALA B/W DEVICE	78906593	6/13/2006