

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
North American Foods, LLC		07/07/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Idahoan Foods, LLC
Street Address:	One Potato Place
City:	Lewisville
State/Country:	IDAHO
Postal Code:	83431-0130
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Serial Number:	76617723	BABY REDS
Serial Number:	76975107	BORN TO BE FAMOUS
Serial Number:	75454747	CHEESE PLEASE
Serial Number:	74585651	CREAMY MASH
Serial Number:	76343987	CREAMY MASH
Serial Number:	77354825	CREAMY MASHED
Serial Number:	76401814	DO ONE THING. DO IT WELL.
Serial Number:	76510077	HOMEMADE HAS MET ITS MATCH!
Serial Number:	77348528	HONEST EARTH
Serial Number:	77365995	HONEST EARTH
Serial Number:	77348531	HONEST EARTH ALL NATURAL
Serial Number:	76452698	IDAHO NATURALLY
Serial Number:	72217988	IDAHOAN
Serial Number:	75291484	IDAHOAN

OP \$1065.00 76617723

Serial Number:	76454697	IDAHOAN
Serial Number:	76460507	IDAHOAN
Serial Number:	77349407	IDAHOAN FOODS
Serial Number:	77350177	IDAHOAN FOODS
Serial Number:	77502206	IDAHOAN FOODS
Serial Number:	77502232	IDAHOAN FOODS
Serial Number:	76456912	IDAHOAN NATURALLY
Serial Number:	77043100	IDAHOAN NATURALLY A HEALTHY, ALL-PURPOSE MASHED LOW SODIUM & DAIRY-FREE
Serial Number:	77043112	IDAHOAN PREMIUM THE IRRESISTIBLE FLAVOR OF FRESH
Serial Number:	76557763	IDAHOAN REAL
Serial Number:	76565664	IDAHOAN REAL
Serial Number:	77043108	IDAHOAN REAL DELICIOUS QUICK AND SIMPLE
Serial Number:	76454698	IDAHO'S BEST
Serial Number:	76454699	IDAHO'S BEST -- THE NATION'S FINEST
Serial Number:	72165268	IDAHO'S BEST-THE NATION'S FINEST
Serial Number:	72217989	IDAHO'S BEST-THE NATION'S FINEST
Serial Number:	73136092	INSTAMASH
Serial Number:	77043033	INSTAMASH
Serial Number:	76510076	LOADED BAKED
Serial Number:	75828571	NATURAL MASH
Serial Number:	77348534	NORTH AMERICAN FOODS
Serial Number:	77349389	NORTH AMERICAN FOODS
Serial Number:	74608893	PARADISE VALLEY
Serial Number:	75918000	POTATO MATES
Serial Number:	76527780	THE IDAHOAN GUARANTEE REAL IDAHO POTATOES GUARANTEED TO BE THE FINEST YOU'VE EVER EATEN OR YOUR MONEY BACK!
Serial Number:	76454696	THE NATION'S FINEST
Serial Number:	76089966	U.S. FOODS
Serial Number:	78143436	U.S. FOODS

CORRESPONDENCE DATA

Fax Number: (801)852-8203

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

Phone: 801-805-3688

Email: pto@techlawventures.com

TRADEMARK
REEL: 003846 FRAME: 0275

Correspondent Name: Preston C. Regehr
Address Line 1: 333 South 520 West
Address Line 2: Suite 220
Address Line 4: Lindon, UTAH 84042

ATTORNEY DOCKET NUMBER:	IDAHOAN FOODS - ASSIGN
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NAME OF SUBMITTER:	Preston C. Regehr
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Signature:	/Preston C. Regehr/
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Date:	09/03/2008
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Total Attachments: 2
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source=NAF to Idahoan Foods#page2.tif

Delaware

PAGE 1

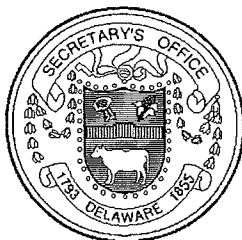
The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "NORTH AMERICAN FOODS, LLC", CHANGING ITS NAME FROM "NORTH AMERICAN FOODS, LLC" TO "IDAHOAN FOODS, LLC", FILED IN THIS OFFICE ON THE NINTH DAY OF JULY, A.D. 2008, AT 10:52 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE SEVENTEENTH DAY OF JULY, A.D. 2008.

4376064 8100

080767396



You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6716729

DATE: 07-09-08

TRADEMARK
REEL: 003846 FRAME: 0277

State of Delaware
Secretary of State
Division of Corporations
Delivered 10:52 AM 07/09/2008
FILED 10:52 AM 07/09/2008
SRV 080767396 - 4376064 FILE

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF FORMATION
OF
NORTH AMERICAN FOODS, LLC**

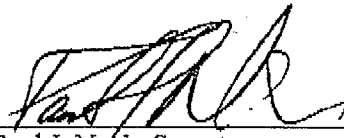
The undersigned, as Secretary of North American Foods, LLC, a Delaware limited liability company (the "Company"), in order to amend the Certificate of Formation of the Company filed with the Delaware Secretary of State on June 21, 2007, hereby executes this Certificate of Amendment pursuant to Section 18-202 of the Delaware Limited Liability Company Act:

1. The name of the Company is North American Foods, LLC.
2. The FIRST article of the Certificate of Formation of the Company is hereby amended to read as follows:

FIRST: The name of the limited liability company (hereinafter called the "limited liability company") is Idahoan Foods, LLC.

3. The Certificate of Amendment shall be effective as of July 17, 2008.

IN WITNESS WHEREOF, I have hereto set my hand this 17th day of July, 2008.



Paul J. Noah, Secretary