

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
House of Herbs, Inc.		09/03/2008	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	House of Herbs I LLC		
Street Address:	19 Paterson Avenue		
City:	Wallington		
State/Country:	NEW JERSEY		
Postal Code:	07057		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1002332	PRIME CHOICE	
CORRESPONDENCE DATA			
Fax Number:	(973)331-1717		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-331-1700		
Email:	lbudzyn@hoffmannbaron.com		
Correspondent Name:	HOFFMANN & BARON, LLP		
Address Line 1:	6900 Jericho Turnpike		
Address Line 4:	Syosset, NEW YORK 11791		
ATTORNEY DOCKET NUMBER:	1220-12		
NAME OF SUBMITTER:	Ludomir A. Budzyn		
Signature:	/Ludomir A. Budzyn/		
Date:	09/04/2008		

CH \$40.00 1002332

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

KNOW ALL MEN BY THESE PRESENTS, that House of Herbs, Inc., a business corporation duly organized and existing under the laws of the State of New Jersey ("Seller"), having its principal place of business at 38 Ann Street, Passaic, NJ 07055, in consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, does hereby grant, bargain, sell, transfer, convey, assign and deliver to House of Herbs I LLC, a limited liability company duly organized and existing under the laws of the State of New Jersey ("Purchaser"), all rights, title and interest in and to the Prime Choice trademark (the "Mark"), together with the goodwill symbolized by the Mark.

TO HAVE AND TO HOLD THE SAME UNTO PURCHASER AND ITS SUCCESSORS AND ASSIGNS FOREVER.

Seller's application to register the Mark was filed with the United States Patent and Trademark Office ("USPTO") on July 14, 1972 under serial number 72429934. The application to register the Mark was granted to Seller by the USPTO on January 21, 1975 under registration number 1002332. The registration was renewed on March 31, 1981, February 28, 1995 and September 7, 2004.

Seller hereby covenants to and with Purchaser that Seller (1) has good and marketable title to the Mark, subject to no liens, claims, encumbrances or restrictions of any kind, (2) has the right, power and authority to, and (3) hereby does, sell, transfer, assign and convey the Mark free and clear of all liens, claims, encumbrances and restrictions. Seller hereby covenants that it will warrant and defend the same against all lawful claims whatsoever.

IN WITNESS WHEREOF, Seller has set its hand effective the 3rd day of SEPTEMBER, 2008.

HOUSE OF HERBS, INC.

By: 

Paul Fischer, President