

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
EXI International Corp.		08/28/2007	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Nutracea		
Street Address:	5090 N. 40th Street		
Internal Address:	Suite 400		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85018		
Entity Type:	COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3256988	DR. VETZ	
CORRESPONDENCE DATA			
Fax Number:	(916)446-1611		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	916-558-6000		
Email:	trademarks@weintraub.com		
Correspondent Name:	Scott Hervey		
Address Line 1:	400 Capitol Mall		
Address Line 2:	11th Floor		
Address Line 4:	Sacramento, CALIFORNIA 95814		
ATTORNEY DOCKET NUMBER:	DR. VETZ ASSIGNMENT		
NAME OF SUBMITTER:	Scott Hervey		
Signature:	/Scott Hervey/		

CH 3256988 \$40.00

Date:

09/17/2008

Total Attachments: 2

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THIS ASSIGNMENT OF TRADEMARK is made on 28th August 2007

BETWEEN:

- (1) EXI INTERNATIONAL CORP, a Florida registered corporation ("Assignor"); and
- (2) NUTRACEA, a California registered company ("Assignee").

BACKGROUND

The Assignor has agreed to assign all its rights, title and interest in and to the trademark rights referred to below to the Assignee on the terms set out in this Assignment.

IT IS HEREBY AGREED as follows:

1. DEFINITIONS

In this Assignment, "Trademark Rights" means the 'Dr Vetz' trademarks and any associated trade names, logos, common law trademarks and service marks, trademark and service mark registrations and applications therefore and all goodwill associated therewith throughout the world.

2. ASSIGNMENT

For good and valuable consideration paid by the Assignee to the Assignor (the receipt of which the Assignor hereby acknowledges) the Assignor hereby assigns to the Assignee all the property, right, title and interest throughout the world in and to:

- 2.1 the Trademark Rights; and
- 2.2 the right to bring proceedings in respect of any infringement of any of the Trademark Rights whether committed before or after the date of this Assignment including the right to claim damages and such other relief as may be available in respect thereof.

3. FURTHER ASSURANCE

The Assignor shall at the reasonable request and cost of the Assignee do or procure the doing of all such further acts and execute or procure the execution of all such documents as may

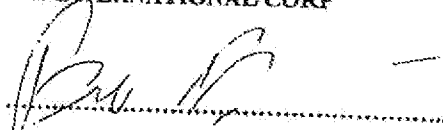
from time to time be necessary to give full effect to this Assignment and to vest in the Assignee the full benefit of the Trademark Rights.

4. **GOVERNING LAW**

The parties agree that this Assignment shall be governed by the laws of the State of California. The parties expressly agree that any action at law or in equity arising under this Assignment shall be filed only in the Courts of the State of California in a county of competent jurisdiction or the United States District Court in a California district of competent jurisdiction. The parties hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action.

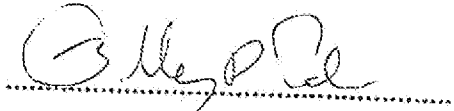
Executed by the parties on the day above written

EXI INTERNATIONAL CORP



Duly Authorised Officer

NUTRACEA



Duly Authorised officer