

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
Western Family Foods, Inc.		12/11/2007	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	ND Foods, Inc.		
Street Address:	6700 S.W. Sandburg Street		
City:	Tigard		
State/Country:	OREGON		
Postal Code:	97223		
Entity Type:	CORPORATION: OREGON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2688110	NATURAL DIRECTIONS	
CORRESPONDENCE DATA			
Fax Number:	(503)295-6679		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(503) 224-6655		
Email:	mandi@khpatent.com		
Correspondent Name:	David P. Cooper of Kolisch Hartwell, PC		
Address Line 1:	520 S.W. Yamhill Street		
Address Line 2:	Suite 200		
Address Line 4:	Portland, OREGON 97204		
ATTORNEY DOCKET NUMBER:	NDF 402		
NAME OF SUBMITTER:	David P. Cooper		
Signature:	/David P. Cooper/		
Date:	09/19/2008		

CH \$40.00 2688110

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, Western Family Foods, Inc., an Oregon corporation, is the sole and exclusive owner of any and all proprietary rights in the mark NATURAL DIRECTIONS including those rights attendant U.S. Registration No. 2,688,110, registered February 18, 2003; and U.S. Trademark Application Serial No. 77/150,719, filed April 6, 2007 (the mark NATURAL DIRECTIONS, including the above registration and above application, are referred to herein as "the Mark"); and

WHEREAS, ND Foods, Inc., a corporation organized and existing under the laws of the state of Oregon, is desirous of acquiring all of the above-identified proprietary rights in the Mark.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Western Family Foods, Inc. does hereby assign to ND Foods, Inc. all right, title and interest in and to the Mark including any and all goodwill associated with the Mark.

Date: 12/11/07



Russell B. Jones, Senior Vice President
and Chief Financial Officer
Western Family Foods, Inc.