

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
Cataluna Enterprises, Inc.		09/01/2008	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Ogden Publications, Inc.		
Street Address:	1503 SW 42nd Street		
City:	Topeka		
State/Country:	KANSAS		
Postal Code:	66609		
Entity Type:	CORPORATION: KANSAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77257691	NATURAL HOME	
Serial Number:	77975245	NATURAL HOME	
CORRESPONDENCE DATA			
Fax Number:	(304)624-8183		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	304-624-8000		
Email:	trademarks@steptoe-johnson.com		
Correspondent Name:	Michael T. Smith		
Address Line 1:	P.O. Box 2190		
Address Line 4:	Clarksburg, WEST VIRGINIA 26302-2190		
ATTORNEY DOCKET NUMBER:	668220/00004		
NAME OF SUBMITTER:	Michael T. Smith		
Signature:	/michael t. smith/		
Date:	09/23/2008		

CH \$65.00 77257691

Total Attachments: 1
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ASSIGNMENT

THIS ASSIGNMENT ("Assignment") is made effective as of the 1ST day of September, 2008, by and between Cataluna Enterprises, Inc., a Minnesota corporation ("ASSIGNOR"), and OGDEN PUBLICATIONS, INC., a Kansas corporation ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademark NATURAL HOME (the "Mark") used in connection with certain houseware items and electric coolers, and U.S. Trademark Application Serial Nos. 77/257,691 and 77/975,245 for the Mark, together with the goodwill and other intangibles of the business connected with the use of and symbolized by the Mark;

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark;

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and U.S. Trademark Application Serial Nos. 77/257,691 and 77/975,245, together with (i) the goodwill and other intangibles of the business connected with the use of and symbolized by the Mark; (ii) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages and payments for past or future infringements and misappropriations of the Mark; and (iii) all rights to sue for past, present, and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment

CATALUNA ENTERPRISES, INC.,
a Minnesota corporation

By: [Signature]
W. E. MITCHELL
(Print Name)

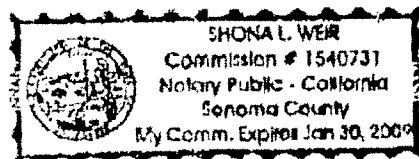
Its: PRESIDENT

BROWN.
STATE OF ~~MINNESOTA~~ CALIFORNIA
COUNTY OF ~~HEARST~~ SONOMA, TO-WIT:

The foregoing instrument was acknowledged before me this 11th day of SEPTEMBER, 2008, by W.E. MITCHELL, the PRESIDENT of Cataluna Enterprises, Inc., a Minnesota corporation, on behalf of the corporation.

My commission expires: 01-30-2009

(NOTARIAL SEAL)



MA 4669650 1

[Signature]
Notary Public