

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
Select Food Group LLC		11/06/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	CCP Innovative Foodbrands LLC		
Street Address:	17383 Sunset Boulevard		
Internal Address:	Suite A210		
City:	Pacific Palisades		
State/Country:	CALIFORNIA		
Postal Code:	90272		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3410660	OH BOY! BRAND	
CORRESPONDENCE DATA			
Fax Number:	(617)345-1300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-345-1341		
Email:	matm@nixonpeabody.com		
Correspondent Name:	Michelle A. Massicotte		
Address Line 1:	100 Summer Street		
Address Line 2:	Nixon Peabody LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	038726-1		
NAME OF SUBMITTER:	Michelle A. Massicotte		
Signature:	/Michelle A. Massicotte/		

CH \$40.00 3410660

Date:

11/12/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, SELECT FOOD GROUP LLC, a Delaware limited liability company, having a business address at 17383 Sunset Boulevard, Suite A210, Pacific Palisades, CA 90272 ("Assignor") has adopted and used the trademarks listed in Schedule A attached hereto and made a part hereof (the "Trademarks") and is the owner of the Trademarks, and any applications and registrations thereof specified in said Schedule; and

WHEREAS, Assignor desires to transfer to CCP INNOVATIVE FOODBRANDS LLC, a Delaware limited liability company, having a business address at 17383 Sunset Boulevard, Suite A210, Pacific Palisades, CA 90272 ("Assignee"), all of Assignor's rights including any rights at common law, in and to the Trademarks and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all rights, title and interest in and to the Trademarks and the registrations and applications thereof, together with the goodwill of the business of Assignor which is symbolized by the Trademarks and the right to recover for damages and profits and all other remedies for past infringements thereof in all territories of the world in perpetuity.

IN WITNESS WHEREOF, Assignor has executed this assignment by its duly authorized officer and its seal affixed hereto as of this 6 day of November, 2008.

SELECT FOOD GROUP LLC

By: _____

Name: Nicholas Sternberg

Title: Authorized Signatory

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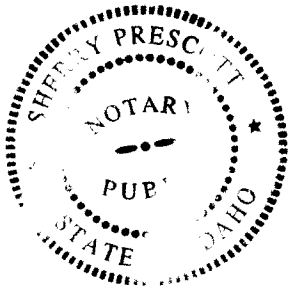
ACKNOWLEDGMENT CERTIFICATE

State of Idaho)
County of Ada) ss.

On this 6th day of November, in the year of 2008, before me, the undersigned notary public, personally appeared Nicholas Sternberg, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same.

Sherry Prescott
Notary Public

My commission expires: 11-12-11



TRADEMARK ASSIGNMENT

SCHEDULE A

Trademark	Country	Application No./ Registration No.	Application Date/ Registration Date
OH BOY! BRAND (and Design)	U.S.	3,410,660	4/8/2008