

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|---|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Coleman Natural Foods, LLC | | 11/12/2008 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Coleman Natural Products, Inc. | | |
| Street Address: | 1667 Cole Blvd., Bldg. 19, Suite 300 | | |
| City: | Golden | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80401 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77158806 | COLEMAN ORGANIC | |
| Serial Number: | 77331538 | COLEMAN ORGANIC SINCE 1875 | |
| Registration Number: | 3318190 | COLEMAN NATURAL* SINCE 1875 | |
| Registration Number: | 3271915 | FRESH FOR THE FREEZER | |
| Registration Number: | 3083489 | RAISED NATURALLY FOR A GOODNESS YOU CAN TASTE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (719)633-1518 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 719-473-3800 | | |
| Email: | jill.chalmers@hro.com, judi.cope@hro.com | | |
| Correspondent Name: | Jill J. Chalmers | | |
| Address Line 1: | 90 South Cascade Avenue, Suite 1300 | | |
| Address Line 2: | Holme Roberts & Owen LLP | | |
| Address Line 4: | Colorado Springs, COLORADO 80903 | | |

OP \$140.00 77158806

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| ATTORNEY DOCKET NUMBER: | 50043-00070 |
| NAME OF SUBMITTER: | Jill J. Chalmers |
| Signature: | /jill j. chalmers/ |
| Date: | 11/18/2008 |
| Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif | |

TRADEMARK ASSIGNMENT AGREEMENT

This is a Trademark Assignment Agreement by and between Coleman Natural Foods, LLC, a Delaware limited liability corporation ("Assignor"), having a mailing address of 1667 Cole Boulevard, Building 19, Suite 300, Golden, Colorado 80401, to Coleman Natural Products, Inc., a Delaware corporation ("Assignee"), having a mailing address of 1667 Cole Boulevard, Building 19, Suite 300, Golden, Colorado 80401.

WHEREAS, Assignor is the owner of (i) the trademarks, and applications for registration in the United States therefor, listed in Exhibit A; and (ii) the trademarks, and registrations in the United States therefor, listed in Exhibit B (collectively referred to as the "Marks");

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by said Marks, and Assignor hereby agrees to take such other actions as are reasonably necessary to transfer and assign the Marks to Assignee, including, without limitation, registering this Trademark Assignment Agreement with the United States Patent and Trademark Office.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned this 12th day of November, 2008.

COLEMAN NATURAL FOODS, LLC

By Eva Safar
Eva Safar, Director of Marketing

EXHIBIT A

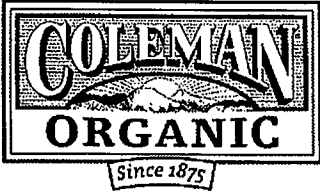

| Mark | Serial No. | Filing Date | Class | Description of Goods |
|---|------------|-------------|-------|---|
| COLEMAN ORGANIC | 77/158,806 | 04/17/2007 | 29 | Fresh, processed, cooked and frozen organic poultry, beef, pork, lamb and bison; prepackaged cooked and uncooked meals consisting of organic poultry, beef, pork, lamb and bison products |
|  | 77/331,538 | 11/16/2007 | 29 | Fresh, processed, cooked and frozen poultry, beef, pork, lamb and bison; prepackaged cooked and uncooked meals consisting of poultry, beef, pork, lamb and bison products |

EXHIBIT B

| Mark | Reg. No. | Reg. Date | Class | Description of Goods |
|---|-----------|------------|-------|---|
|  | 3,318,190 | 10/23/2007 | 29 | Fresh, processed, cooked and frozen poultry, beef, pork, lamb and seafood; poultry, beef, pork, lamb and seafood products, namely prepackaged cooked and uncooked meals |
| FRESH FOR THE FREEZER | 3,271,915 | 07/31/2007 | 29 | Fresh, processed, cooked and frozen poultry; prepackaged cooked and uncooked meals consisting primarily of poultry |
| RAISED NATURALLY FOR A GOODNESS YOU CAN TASTE | 3,083,489 | 04/18/2006 | 29 | Fresh, processed, cooked and frozen poultry, beef, pork, lamb and seafood; poultry, beef, pork, lamb and seafood products, namely prepackaged cooked and uncooked meals |
| | | | 35 | Retail kiosk services, namely a section within a retail supermarket or store which features fresh, processed, cooked and frozen poultry, beef, pork, lamb and seafood and poultry, beef, pork, lamb and seafood products, namely prepackaged cooked and uncooked meals, sauces, marinades, meat tenderizers, seasonings for use in the preparation of meat, condiments, namely ketchup, mustard, relish, flavored mayonnaise, spice blends, spice rubs and salsas |