

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
N. Jason Osborn		03/20/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	FEED Granola Co. LLC		
Street Address:	WVS Box 20134		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3458661	FEED	
CORRESPONDENCE DATA			
Fax Number:	(617)951-8736		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-951-8144		
Email:	eileen.sullivan@bingham.com		
Correspondent Name:	Eileen Sullivan		
Address Line 1:	Bingham McCutchen LLP		
Address Line 2:	One Federal Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	FEEDG-009		
NAME OF SUBMITTER:	Eileen Sullivan		
Signature:	/eileen sullivan/		
Date:	03/23/2009		

OP \$40.00 3458661

Total Attachments: 6

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), is entered into by and between N. Jason Osborn, a United States citizen, having an address of 1518 Hillside Drive, Cherry Hill, New Jersey 08003 ("Assignor"), and FEED Granola Co. LLC, a limited liability company organized and existing under the laws of New York, having an address of WVS Box 20134, New York, New York 10014 ("Assignee"), and is effective as of the last date of signature below ("Effective Date").

WHEREAS, Assignor has adopted, is using and intends to use, and is the owner of all right, title, interest, and goodwill in and to the trademark and the registration thereof identified in the attached Schedule A (the "Mark").

WHEREAS, Assignee is desirous of acquiring the Mark and the registration thereof;

NOW, THEREFORE, Assignor does hereby assign, sell and transfer unto Assignee for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, all right, title and interest in and to the Mark and the registration thereof, together with all of the goodwill of Assignor's business symbolized by the Mark and that portion of Assignor's business associated with the Mark, namely, those assets of the Assignor that are exclusively associated with the Mark, together with the right to sue and recover for any past, present or future infringements or dilution thereof or any other damage or injury to the Mark, the registration thereof or such associated goodwill, and all benefit of the Mark and such registration and associated goodwill. Assignor does further consent to the recordation of this Assignment with any governmental agency.

Assignor agrees, without further consideration, to execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to Assignee the right, title and interest conveyed herein, and to take such further actions as may be reasonably requested by Assignee in order to carry out the provisions and purposes of this Assignment including, without limitation, to execute one or more further assignments with respect to the Mark in a form acceptable for recordation in both the United States Patent and Trademark Office and in foreign trademark offices.

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N. Jason Osborn
"Assignor"

A. JASON OSBORN 3/20/09

STATE OF _____

COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 2009 by N. Jason Osborn, a United States citizen. He is personally known to me.

(Signature of Notary)

(Name typed, printed or stamped)

My Commission Expires: _____

*****Notary Seal*****

A.J.O.
3/20/09

ACKNOWLEDGMENT

State of California
County of Los Angeles

On March 20, 2009 before me, Sang Pil Park, Notary Public
(insert name and title of the officer)

personally appeared Norvell J. Osborn
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Sang Pil Park (Seal)



OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trademark Assignment

Document Date: _____ Number of Pages: 4

Signer(s) Other Than Named Above: _____

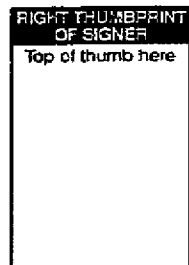
Capacity(ies) Claimed by Signer(s)

- Signer's Name: _____
- Individual
 - Corporate Officer — Title(s): _____
 - Partner — Limited General
 - Attorney in Fact
 - Trustee
 - Guardian or Conservator
 - Other: _____



Signer Is Representing: _____

- Signer's Name: _____
- Individual
 - Corporate Officer — Title(s): _____
 - Partner — Limited General
 - Attorney in Fact
 - Trustee
 - Guardian or Conservator
 - Other: _____



Signer Is Representing: _____

The foregoing assignment is hereby accepted as of the 20 day of MARCH, 2009.

FEED Granola Co. LLC
"Assignee"

By: *N. Jason Osborn* 3/20/09
Name: N. JASON OSBORN
Title: FOUNDER / PRESIDENT

STATE OF _____

COUNTY OF _____

The foregoing instrument was acknowledged before me this _____ day of _____, 2009 by _____ of FEED Granola Co. LLC, a New York limited liability company, on behalf of the company. She/he is personally known to me.

(Signature of Notary)

(Name typed, printed or stamped)

My Commission Expires: _____

*****Notary Seal*****

AJO
3/20/09

ACKNOWLEDGMENT

State of California
County of Los Angeles

On March 20, 2009 before me, Sang Pil Park, Notary Public
(insert name and title of the officer)

personally appeared Norvel J. Osborn
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the
person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing
paragraph is true and correct.

WITNESS my hand and official seal.

Signature Sang Pil Park (Seal)



OPTIONAL

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Description of Attached Document

Title or Type of Document: Trademark Assignment
Document Date: 3/20/09 Number of Pages: 4

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

Individual
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Attorney in Fact
 Trustee
 Guardian or Conservator
 Other: _____

RIGHT THUMBPRINT OF SIGNER
Top of thumb here

Signer Is Representing: _____

Signer's Name: _____

Individual
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Attorney in Fact
 Trustee
 Guardian or Conservator
 Other: _____

RIGHT THUMBPRINT OF SIGNER
Top of thumb here

Signer Is Representing: _____

SCHEDULE A

TRADEMARKS

<u>MARK</u>	<u>COUNTRY</u>	<u>REG. NO.</u>	<u>REG DATE</u>
FEED	United States	3,458,661	July 1, 2008

1/20011100 1

*A.T.O.
3/20/09*