

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
Herbancowboy.com, Inc.		08/07/2009	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	Organic Body Brands, Inc.
Street Address:	P.O. Box 55424
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55424
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	77117461	INGENUE
Serial Number:	77534960	INGENUE
Serial Number:	77638058	INGENUE
Serial Number:	77310655	ORGANIC BODY BRANDS
Serial Number:	77296999	TRUE WEST
Registration Number:	3057391	
Registration Number:	3267946	DUSK
Registration Number:	3036395	HEALTHY MAN - HEALTHY ENVIRONMENT
Registration Number:	2976570	HERBAN COWBOY
Registration Number:	2949602	HERBANCOWBOY
Registration Number:	2961835	HERBAN COWBOY HEALTHY MAN - HEALTHY ENVIRONMENT
Registration Number:	3406357	ORGANIC GROOMING BY HERBAN COWBOY

CORRESPONDENCE DATA

900140618

**TRADEMARK
 REEL: 004041 FRAME: 0083**

OP \$315.00 77117461

Fax Number: (412)471-4094
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 412-471-8815
Email: webblaw@webblaw.com
Correspondent Name: Richard L. Byrne
Address Line 1: THE WEBB LAW FIRM
Address Line 2: 700 KOPPERS BUILDING, 436 SEVENTH AVENUE
Address Line 4: Pittsburgh, PENNSYLVANIA 15219

ATTORNEY DOCKET NUMBER:	4424-031874
NAME OF SUBMITTER:	Patricia A. Olosky, Reg. No. 46,228
Signature:	/pao/
Date:	08/10/2009

Total Attachments: 3
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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Herbancowboy.com, Inc.

- Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: Pennsylvania
 Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 08/07/2009

- Assignment Merger
 Security Agreement Change of Name
 Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes
 No

Name: Organic Body Brands, Inc.

Internal

Address: _____

Street Address: P.O. Box 24454

City: Minneapolis

State: MN

Country: US Zip: 55424

- Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship Minnesota
 Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77117461 77534960 77638058 77310655
77296999

B. Trademark Registration No.(s)

3057391 3267946 3036395 2976570 2949602
2961835 3406357

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Richard L. Byrne

Internal Address: The Webb Law Firm

Street Address: 700 Koppers Building
436 Seventh Avenue

City: Pittsburgh

State: PA Zip: 15219

Phone Number: 412-471-8815

Fax Number: 412-471-4094

Email Address: webblaw@webblaw.com

6. Total number of applications and registrations involved:

12

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 315.00

- Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers 4775
Expiration Date 05/2012

b. Deposit Account Number 23-0650
Authorized User Name _____

9. Signature:

Patricia A. Olosky
Signature

August 10, 2009

Date

Patricia A. Olosky, Reg. No. 53,411

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

WHEREAS, HERBANCOWBOY.COM, INC., a Pennsylvania corporation (hereinafter "Assignor"), has adopted, and where applicable, is using and is the owner of the trademarks, registrations, and applications for registration listed in Schedule of Marks - Appendix A attached hereto (hereinafter collectively referred to as the "Trademarks");

WHEREAS, ORGANIC BODY BRANDS, INC., a Minnesota corporation, having a business address at P.O. Box 24454, Minneapolis, MN 55424 (hereinafter "Assignee"), is desirous of acquiring said Trademarks and the goodwill associated herewith; and

WHEREAS, Assignee is the successor to the business of Assignor to which the marks pertain and further whereas said business is on-going and existing;

NOW, THEREFORE, intending to be legally bound hereby, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, transfer, and set over unto Assignee all right, title, and interest in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks, in the United States of America and throughout the world.

Signed this 7th day of August, 2009.

HERBANCOWBOY.COM, INC.

By [Signature]
Luke A. Vukmer
President

STATE of Minnesota)

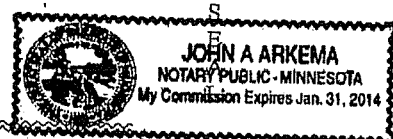
COUNTY of Hennepin)

On this 7 day of August, in the year 2009, before me John Arkema
DAY MONTH YEAR NOTARY PUBLIC NAME

a notary public, personally appeared Luke A. Vukmer
NAME OF DOCUMENT SIGNER

proved on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged he/she executed the same. Witness my hand and official seal.

[Signature]
NOTARY PUBLIC



TL7722.DOC

Schedule of Marks – Appendix A

COUNTRY	FILED	APPL. #	REG. DATE	REG. NO.
COWBOY DESIGN				
United States	10/06/2004	78/495,410	02/07/2006	3,057,391
DUSK				
Canada	05/16/2006	1,301,764	04/27/2009	TMA738,887
China	09/25/2006	5629385		
United States	03/23/2006	78/844,333	07/24/2007	3,267,946
Vietnam	09/22/2006	4-2006-15993	02/22/2008	96334
HEALTHY MAN – HEALTHY ENVIRONMENT				
United States	04/12/2001	78/058,066	12/27/2005	3,036,395
HERBAN COWBOY				
Australia	09/23/2003	971398	06/01/2004	971398
Canada	09/19/2003	1,189,836	02/08/2007	TMA681,355
China	10/16/2006	5663680		
European Union	09/23/2003	003367083	12/17/2004	3367083
Japan	10/02/2003	2003-086149	06/04/2004	4776872
New Zealand	01/11/2006	741297	01/11/2006	741297
United States	11/02/2000	76/158,543	07/26/2005	2,976,570
HERBANCOWBOY and Design				
United States	06/24/2002	78/138,031	05/10/2005	2,949,602
HERBANCOWBOY, HEALTHY MAN – HEALTHY ENVIRONMENT and Design				
United States	11/21/2003	76/563,110	06/14/2005	2,961,835
INGENUÉ				
Canada	08/23/2007	1,360,819		
Canada	08/26/2008	1,408,617		
China	08/27/2007	6245121		
China	09/22/2008	6965891		
China	09/22/2008	6965892		
European Union	08/23/2007	006224067	08/18/2008	006224067
European Union	10/07/2008	007292791		
India	08/24/2007	1594785		
Japan	09/03/2008	2008-072518		
United States	02/27/2007	77/117,461		
United States	07/30/2008	77/534,960		
United States	12/22/2008	77/638,058		
ORGANIC BODY BRANDS				
United States	10/23/2007	77/310,655		
ORGANIC GROOMING BY HERBAN COWBOY				
Australia	12/09/2008	1276436		
Canada	10/05/2007	1,366,505	06/26/2009	TMA740,819
China	10/15/2007	6322989		
European Union	10/05/2007	006338628	11/13/2008	0063388628
India	10/10/2007	1610166		
Japan	10/15/2007	2007-106161	09/26/2008	5168639
New Zealand	12/02/2008	799824		
Taiwan	12/10/2008	097056273		
United Arab Emirates	12/14/2008	123321		
United States	04/19/2007	77/160,836	04/01/2008	3,406,357
TRUE WEST				
Australia	04/21/2005	1051719	12/06/2005	1051719
Canada	04/15/2005	1,254,300		
European Union	04/18/2005	004395571	11/09/2006	004395571
Japan	04/20/2005	2005-035510	05/26/2006	4955501
New Zealand	01/11/2006	741299	07/13/2006	741299
United States	10/05/2007	77/296,999		