

Form PTO-1594 (Rev. 01-09)
OMB Collection 0651-0027 (exp. 0:

08-14-2009

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



EET
Y

6/25/09

To the Director of the U. S. Patent and Trademark Office

103570943

...ed documents or the new address(es) below.

1. Name of conveying party(ies):

SB AFLCSLSS, LLC

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

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

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

Execution Date(s) 02/17/2009

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Toobro NY, LLC

Internal

Address: _____

Street Address: 955 Browsers Point Branch

City: Hewlett Neck

State: NY

Country: USA Zip: 11598

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other LLC (NY) 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)

Two applications listed on attached sheet

B. Trademark Registration No.(s)

Twenty-three registrations listed on attached sheet

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: Jonathan M. Holda

Internal Address: Ober Kaler

Street Address: 120 E. Baltimore Street

City: Baltimore

State: MD Zip: 21202

Phone Number: 410-347-7380

Fax Number: 443-263-7580

Email Address: jmholda@ober.com

6. Total number of applications and registrations involved:

25

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 640.00

- Authorized to be charged to deposit account
- Enclosed *Charge Fe.*

8. Payment Information:

Deposit Account Number 503391

Authorized User Name J. Holda

9. Signature:

/Jonathan M. Holda/

Signature

July 14, 2009

Date

Jonathan M. Holda

Name of Person Signing

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

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

ADDITIONAL SHEET ATTACHED TO TRADEMARK RECORDATION COVER
SHEET - MARKS PREVIOUSLY OWNED BY AHAVA FOOD CORP.

<u>Mark</u>	<u>Trademark Application Serial Number</u>
MY BABY	Ser. No. 77217658
FRUIT O LICIOUS	Ser. No. 76514364

<u>Mark</u>	<u>Trademark Registration Number</u>
DEEP CHOCOLATE SWIRL	Reg. No. 3490673
BERRIES SCREAM BANANA	Reg. No. 3447075
CHOKLOMOCA	Reg. No. 3447074
ORANGES MEET GUAVA	Reg. No. 3447068
VEGICHECKED	Reg. No. 3233384
VEGICHECKED	Reg. No. 3233383
SOY-YOG	Reg. No. 3473628
FRUIT YOG LICIOUS	Reg. No. 3349275
KAHAL	Reg. No. 3169410
AHAVA	Reg. No. 3038963
GIDEON	Reg. No. 2721299
OF GOLAN	Reg. No. 2960129
PRIMO SAPORE	Reg. No. 2924793
LAGVINA	Reg. No. 2815316
HOD GOLAN	Reg. No. 2629824
THE HEIGHT OF GOOD TASTE	Reg. No. 2404337
BEST MOOO	Reg. No. 2795127
SLIM U	Reg. No. 2716873
ACHUZA	Reg. No. 2283410
EMEK	Reg. No. 2890623
YOU CAN'T CHOOSE A BETTER MILK	Reg. No. 2159177
NEW SQUARE	Reg. No. 1925643
MORNING SELECT	Reg. No. 1820739

TRADEMARK ASSIGNMENT

WHEREAS, SB SB AFLCSLSS, LLC, a New York limited liability company, ("Assignor") owns certain trademarks, service marks, trade names, trade dress, and similar rights, including those certain federally applied-for marks listed on Exhibit A, attached hereto and made a part hereof (collectively, with all applications/registrations and all goodwill associated therewith, "Marks"); and

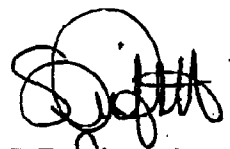
WHEREAS, this Trademark Assignment is executed pursuant and subject to Section 1.6 ("Further Assurances") of the Asset Sale Agreement dated February 17, 2009 between Assignor and Assignee; and

WHEREAS, Assignor desires to assign the Marks in conventional form for recordation; and

WHEREAS, Toobro NY, LLC, a New York limited liability company ("Assignee") has acquired the Marks and desires to record its acquisition of the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill associated with the Marks.

SB AFLCSLSS, LLC.

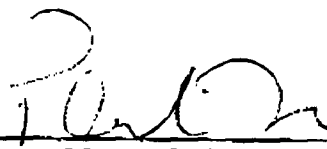


By: _____
Name: SALVATORE TRIFILETTI
Title: Authorized Signatory
Date: 6/11/09

STATE OF New York)
COUNTY OF New York)

I certify that on the 11 day of JUNE, 2009 before the subscriber, a notary public in and for the City and State aforesaid, personally appeared Salvatore Trifiletti, an Authorized Signatory for SB AFLCSLSS, LLC, who signed this Trademark Assignment on behalf of SB AFLCSLSS, LLC.

WITNESS my hand and official seal



Notary Public (SEAL)

PAUL HOSANG
Notary Public, State of New York
No. 01HO4854089
Qualified in Queens County
Commission Expires March 3, 2010

My commission expires on : _____

EXHIBIT 10

Exhibit A-385

TRADEMARK
REEL: 004045 FRAME: 0179

EXHIBIT A

<u>Mark</u>	<u>Serial/Registration Number</u>
DEEP CHOCOLATE SWIRL	Reg. No. 3490673
BERRIES SCREAM BANANA	Reg. No. 3447075
CHOKLOMOCA	Reg. No. 3447074
ORANGES MEET GUAVA	Reg. No. 3447068
VEGICHECKED	Reg. No. 3233384
VEGICHECKED	Reg. No. 3233383
SOY-YOG	Reg. No. 3473628
FRUIT YOG LICIOUS	Reg. No. 3349275
KAHAL	Reg. No. 3169410
MY BABY	Ser. No. 77217658
FRUIT O LICIOUS	Ser. No. 76514364
AHAVA	Reg. No. 3038963
GIDEON	Reg. No. 2721299
OF GOLAN	Reg. No. 2960129
PRIMO SAPORE	Reg. No. 2924793
LAGVINA	Reg. No. 2815316
HOD GOLAN	Reg. No. 2629824
THE HEIGHT OF GOOD TASTE	Reg. No. 2404337
BEST MOOO	Reg. No. 2795127
SLIM U	Reg. No. 2716873
ACHUZA	Reg. No. 2283410
EMEK	Reg. No. 2890623
YOU CAN'T CHOOSE A BETTER MILK	Reg. No. 2159177
NEW SQUARE	Reg. No. 1925643
MORNING SELECT	Reg. No. 1820739