

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
Beowulf Natural Feeds, Inc.		11/12/2009	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	C.J. Foods, Inc.		
Street Address:	121 Main Street		
City:	Bern		
State/Country:	KANSAS		
Postal Code:	66408		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2135084	BACK TO BASICS	
Registration Number:	2615249	BEOWULF NATURAL FEEDS	
CORRESPONDENCE DATA			
Fax Number:	(814)453-4530		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8144592800		
Email:	jgula@kmgslaw.com		
Correspondent Name:	Joseph F. Gula, III		
Address Line 1:	120 West 10th Street		
Address Line 4:	Erie, PENNSYLVANIA 16501		
ATTORNEY DOCKET NUMBER:	0044225.0093		
NAME OF SUBMITTER:	Joseph F. Gula, III		
Signature:	/Joseph F Gula/		
Date:	11/24/2009		

OP \$65.00 2135084

Total Attachments: 3
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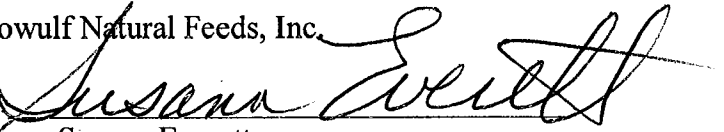
TRADEMARK ASSIGNMENT

WHEREAS, Beowulf Natural Feeds, Inc., a New York corporation having a business address at 6361 Thompson Road North, Syracuse, New York 13206 ("Beowulf"), owns the entire right, title and interest in and to the trademarks set forth in Exhibit A, which are registered with the United States Patent and Trademark Office, and has adopted, used, and is using the common law trademarks set forth in Exhibit B (collectively the "Trademarks"):

WHEREAS, Beowulf is indebted to C. J. Foods, Inc., a Nebraska corporation having a business address at 121 Main, Bern, Kansas 66408 ("C. J. Foods"), and hereby transfers the Trademarks to C. J. Foods pursuant to C. J. Foods' security interest in Beowulf;

NOW, THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid, the receipt and sufficiency of which is hereby duly and fully acknowledged, Beowulf has sold and does transfer and set over unto C. J. Foods the entire right, title and interest in and to the Trademarks, and all goodwill associated therewith.

Beowulf Natural Feeds, Inc.

By 
Susann Everett
President

Date: November 12, 2009

STATE OF NEW YORK)
) ss.:
COUNTY OF ONONDAGA)

On the 12th day of November in the year 2009 before me, the undersigned, a notary public in and for said State, personally appeared Susann Everett, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her capacity, and that by her signature on the instrument, the individual or the person upon behalf of which the individual acted, executed this instrument.


Notary Public

LYNN DEFOREST FELICIA
Notary Public, State of New York
Qualified in Onondaga County, No. 4701107
My Commission Expires June 30, 20 11

EXHIBIT A

U.S. Federally Registered Marks

Registration Numbers

Back to Basics

2,135,084

Beowulf Natural Feeds

2,615,249

EXHIBIT B

Unregistered Common Law Marks

Goods

Back to Basics Honesty

Pet Food

Back to Basics Perfection

Pet Food

“Simple...Honest...Perfect.”

Pet Food

“Simplicity...Honesty...Perfection.”

Pet Food



Pet Food

Back to Basics global design with images of silhouetted dog and cat