

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
Tree of Life, Inc.		07/17/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	World Finer Foods, Inc.
Street Address:	300 Broad Acres Drive
City:	Bloomfield
State/Country:	NEW JERSEY
Postal Code:	07003
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	1146252	FANCIFOOD
Registration Number:	1187911	FANCIFOOD

CORRESPONDENCE DATA

Fax Number: (904)940-2553
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: kira.soto@treeoflife.com
Correspondent Name: Kira H. Soto
Address Line 1: 405 Golfway West Drive
Address Line 4: St. Augustine, FLORIDA 32095

NAME OF SUBMITTER:	Kira H. Soto
Signature:	/Kira H. Soto/
Date:	11/30/2009

Total Attachments: 2
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OP \$65.00 1146252

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**TRADEMARK
 REEL: 004104 FRAME: 0949**

TRADEMARK ASSIGNMENT

WHEREAS, TREE OF LIFE, INC., having its principal office located at 405 Golfway West Drive, St. Augustine, Florida 32095, hereinafter "ASSIGNOR," has adopted, used, licensed use, is using and is the owner of all right, title and interest in and to, including, all common law rights whether federal or state, of the following (collectively the "Marks"):

(1) the trademark registration with the U.S. patent and trademark office, serial no. 1146252 relating to the standard word mark Fancifood for International Class 029, U.S. Class 029; G&S: Cheese; and

(2) the trademark registration with the U.S. patent and trademark office, serial no. 1187911 relating to the standard word mark Fancifood for International Class 029, U.S. Class 046; G&S: Canned Seafood-Namely, Anchovies, [Sardines, Clams, Oysters, Shellfish] Snails, Lobster; Canned Foods-Namely, Fish, Capers, Mushroom, Chutney, Pickled Conn, Fish Dumplings, Meat Dumplings,) Vegetables, Goose Liver, Liver Pate, and Cooking Oil, Pickled Onions, Meat Pies, Marmalages, Preserves, Meat, Cooked and Smoked Ham and Salam; and International Class 030, U.S. Class 046, G & S: Sauces Excluding Apple and Cranberry, ((Breadsticks, Flatbread, Canape Shells,)) Vinegar ((Crackers, Couscous, Honey,)) [Syrup for Flavoring, Foods and Drinks] ((Tea, Coffee,)) [Tempura Batter,] ((Spices, Extracts, Seasoning, Peppercorn used as a condiment, Macaroni and Almond Paste))).

WHEREAS, World Finer Foods, Inc., a Delaware corporation, having its principal office located at 300 Broad Acres Drive, Bloomfield, New Jersey 07003, hereinafter "ASSIGNEE," is desirous of acquiring the entire right, title and interest in, to and under the Marks; and

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and adequacy of which are hereby mutually acknowledged,

~~ASSIGNOR hereby irrevocably sells, assigns, transfers and conveys unto ASSIGNEE, its~~

successors and assigns, all right, title and interest, if any, in and to: (a) the Marks and the words "Fancifood"; (b) any and all registrations of the Marks; (c) all common law rights in, to and under the Marks; (d) all other rights in, to and under the Marks, together with the goodwill of the business symbolized by the Marks; (e) any and all rights to royalties, profits, compensations, license fees or other payments or remuneration of any kind relating to the Marks and/or the goodwill under the Marks; and (f) all claims or causes of action ASSIGNOR has or may have in connection with the Marks, including, but not limited to, the right to sue and recover damages for any and all past infringements of any of the Marks.

IN WITNESS WHEREOF, ASSIGNOR, has caused this Trademark Assignment to be executed on this 17th day of July, 2008.

ASSIGNOR:

By: Richard Lane

ACKNOWLEDGMENT

STATE OF Florida
COUNTY OF St. Johns

I HEREBY CERTIFY that on this day, before me, an officer duly authorized in the State and County aforesaid, the foregoing instrument was acknowledged before me by K. Richard Lane, who is personally known to me or who has produced _____ as identification.

WITNESS my hand and official seal in the County and State last aforesaid this 17th day of July, 2008.

Mary M. Mullins
Notary Public

My Commission Expires: _____ (NOTARY SEAL)
