

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
Food Talk, Inc.		01/13/2010	CORPORATION: ARKANSAS
RECEIVING PARTY DATA			
Name:	Smart Pouch, LLC		
Street Address:	26 East Center Street		
City:	Fayetteville		
State/Country:	ARKANSAS		
Postal Code:	72701		
Entity Type:	LIMITED LIABILITY COMPANY: ARKANSAS		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3471159	SMART POUCH	
Registration Number:	3471158	SMART POUCH THE BAG THAT KNOWS HOW TO COOK!	
Registration Number:	3506839	SMART POUCH THE BAG THAT KNOWS HOW TO COOK!	
Registration Number:	3506838	SMART POUCH	
Registration Number:	3127467	NORMA BEA'S KITCHEN	
Registration Number:	2356309	NORMA BEA'S KITCHEN	
CORRESPONDENCE DATA			
Fax Number:	(202)393-5350		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2026386666		
Email:	dmccoy@jhip.com		
Correspondent Name:	Simor Moskowitz		
Address Line 1:	400 Seventh Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	M09923		

OP \$165.00 3471159

NAME OF SUBMITTER:	Simor Moskowitz
Signature:	/Simor Moskowitz/
Date:	02/22/2010
Total Attachments: 2 source=20100222135057138#page1.tif source=20100222135057138#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between Food Talk, Inc., a corporation organized under the laws of the State of Arkansas, whose address and principal place of business is 506 Enterprise Drive, Suite 300, Lowell, Arkansas 72745 (Assignor"), and Smart Pouch, LLC, a limited liability company organized under the laws of the State of Arkansas, whose address and principal place of business is 26 East Center Street, Fayetteville, Arkansas (hereinafter referred to as "Assignee").

WHEREAS, Assignor has adopted, used and is using, and is the owner of the trademarks and the United States trademark registrations therefor, set forth in attached Schedule A (hereinafter referred to as the "ASSIGNED MARKS"); and

WHEREAS, Assignee is desirous of acquiring the Assignor's entire right, title and interest in and to the ASSIGNED MARKS, together with the goodwill of the business pertaining thereto.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby sell, assign, set over and transfer to said Assignee, the entire right, title and interest in and to the ASSIGNED MARKS and the identified U.S. registrations therefor, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use, and for the use and enjoyment of its successors, assigns or other legal representatives as fully and entirely as if the same would have been held and enjoyed by the Assignor if this Assignment and sale had not been made; together with all claims for and damages by reason of past infringement of the ASSIGNED MARKS, with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed by its duly authorized officer this 13 day of January, 2010.

FOOD TALK, INC.

By: _____

(Name)

(Title)

Leah Kay Wright
President

SCHEDULE A

<u>Mark</u>	<u>Registration</u>	<u>Issued</u>
SMART POUCH	3471159	07/22/2008
SMART POUCH THE BAG THAT KNOWS HOW TO COOK!	3471158	07/22/2008
SMART POUCH THE BAG THAT KNOWS HOW TO COOK!	3506839	09/30/2008
SMART POUCH	3506838	09/30/2008
NORMA BEA'S KITCHEN	3127467	08/08/2006
NORMA BEA'S KITCHEN	2356309	06/06/2000