

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PVF Acquisition, LLC		04/19/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Coleman Natural Products, Inc.		
<b>Street Address:</b>	1667 Cole Blvd., Bldg., 19, Suite 300		
<b>City:</b>	Golden		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80401		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2312055	HANS' ALL NATURAL	
Registration Number:	2314769	HANS' ALL NATURAL	
Registration Number:	2994836	PENN VALLEY FARMS	
Registration Number:	3107824	PENN VALLEY FARMS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(719)633-1518		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	719-473-3800		
<b>Email:</b>	jill.chalmers@hro.com		
<b>Correspondent Name:</b>	Jill J. Chalmers		
<b>Address Line 1:</b>	90 South Cascade Avenue, Suite 1300		
<b>Address Line 2:</b>	Holme Roberts & Owen LLP		
<b>Address Line 4:</b>	Colorado Springs, COLORADO 80903		
<b>ATTORNEY DOCKET NUMBER:</b>	50043-00070		

**OP \$115.00 2312055**

**900159962**

**TRADEMARK  
 REEL: 004188 FRAME: 0261**

NAME OF SUBMITTER:	Jill J. Chalmers
Signature:	/jill j. chalmers/
Date:	04/19/2010
Total Attachments: 2 source=PVF Acquisition, LLC Assignment#page1.tif source=PVF Acquisition, LLC Assignment#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This is a Trademark Assignment Agreement by and between PVF Acquisition, LLC, a Delaware limited liability company ("Assignor"), to Coleman Natural Products, Inc., a Delaware corporation ("Assignee"), having a mailing address of 1667 Cole Blvd., Bldg. 19, Suite 300, Golden, Colorado 80401.

WHEREAS, Assignor is the owner of all right, title and interest, including, without limitation, common law trademark rights, in and to the trade names, logos, trademarks, service marks and other designations of origin containing the terms "HANS' ALL NATURAL" and "PENN VALLEY FARMS" used in connection with the business of Assignor, including, without limitation, the "HANS' ALL NATURAL," "HANS' ALL NATURAL and design" and "PENN VALLEY FARMS" trademarks, and the federal registrations in the United States therefor as listed on Exhibit A (the "Marks");

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by said Marks, and Assignor hereby agrees to take such other actions as are reasonably necessary to transfer and assign the Marks to Assignee, including, without limitation, registering this Trademark Assignment Agreement with the United States Patent and Trademark Office.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned this 19<sup>th</sup> day of April, 2010.

PVF ACQUISITION, LLC

By

Eva Safar


Printed Name:

Eva Safar

Title:

VP - Marketing

EXHIBIT A

Mark	Reg. No.	Reg. Date	Class/Goods
	2,312,055	01/25/2000	<i>Class 29</i> - Cheese, cheese spreads, processed cheese, meat, poultry, and pre-packaged combinations consisting primarily of meat and cheese, and also containing crackers
HANS' ALL NATURAL	2,314,769	02/01/2000	<i>Class 29</i> - Cheese, cheese spreads, processed cheese, meat, poultry, and pre-packaged combinations consisting primarily of meat and cheese, and also containing crackers
PENN VALLEY FARMS	2,994,836	09/13/2005	<i>Class 29</i> - Fresh and cooked sausage, namely veal sausage and pork sausage
PENN VALLEY FARMS	3,107,824	06/20/2006	<i>Class 29</i> - Fresh and cooked meats and poultry, namely deli meats, processed pork, beef, lamb, turkey, veal, duck and poultry, raw chicken parts and whole birds, hot dogs, ground poultry, ground pork, fresh and cooked stuffed chicken breasts, chicken kabobs, chicken and vegetable skewers, stuffing mixes containing meat, fresh and cooked sausage, namely turkey sausage, chicken sausage, beef sausage, lamb sausage, and duck sausage, and prepackaged combinations consisting primarily of meat, poultry and cheese, and also containing crackers; non-alcoholic beverages, namely soy-based milk substitutes