

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
Arizona Natural Resources, Inc.		07/14/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Down To Earth, Inc.		
Street Address:	PO Box 71088		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85050		
Entity Type:	CORPORATION: WYOMING		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0974443	DOWN-TO-EARTH	
CORRESPONDENCE DATA			
Fax Number:	(480)830-2717		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	480-830-2700		
Email:	info@boothudall.com		
Correspondent Name:	Pacer K. Udall		
Address Line 1:	1155 W. Rio Salado Parkway, Ste. 101		
Address Line 4:	Tempe, ARIZONA 85281		
ATTORNEY DOCKET NUMBER:	1581.001		
NAME OF SUBMITTER:	Pacer K. Udall		
Signature:	/Pacer K. Udall/		
Date:	07/14/2010		

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Total Attachments: 1
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ASSIGNMENT

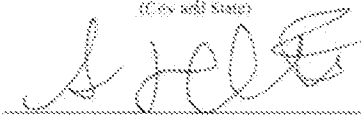
Arizona Natural Resources, Inc., located at 2525 East Beardsley Road, Phoenix, Arizona 85024, has adopted, used, and is using and is the owner of the following trademark registered in the United States Patent and Trademark Office:

<i>Trademark</i>	<i>Registration No.</i>	<i>Registration Date</i>
DOWN-TO-EARTH	0974443	December 4, 1973

Down To Earth, Inc., a Wyoming Corporation located at PO Box 71088, Phoenix, Arizona 85050-1002883, is desirous of acquiring said trademark.

Effective this 13 day of July, 2010, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Arizona Natural Resources, Inc. hereby assigns and transfers to Down To Earth, Inc., its successors and assigns, the entire right, title and interest in and to the trademark and the registration thereof, together with the goodwill of the business symbolized by the trademark, and in an to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the trademark, and in and to all rights corresponding to the foregoing throughout the world.

Executed this 14th day of July, 2010 at Phoenix, AZ
(City and State)

By: 
 Name: Gray E. Dawson III
 Title: president