

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
Michael D. Farr		08/05/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Farr's Fresh, Inc.		
Street Address:	2575 South 300 West		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84115		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77762425	FARR'S FRESH	
CORRESPONDENCE DATA			
Fax Number:	(801)531-1929		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-994-4646		
Email:	doCKET@kUNZLERIP.COM		
Correspondent Name:	Kunzler Needham Massey & Thorpe		
Address Line 1:	8 East Broadway, Suite 600		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	2628.3.1		
NAME OF SUBMITTER:	Brian C. Kunzler		
Signature:	/Brian C. Kunzler/		
Date:	08/05/2010		

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Total Attachments: 1
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ASSIGNMENT
OF
FARR'S FRESH TRADEMARK APPLICATION

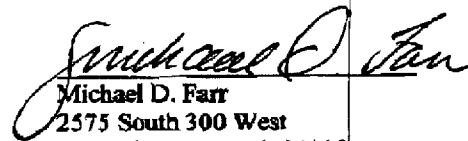
Whereas, Farr's Fresh, Inc., a Corporation of Utah, having a place of business at 2575 South 300 West, Salt Lake City, Utah 84115, desires to acquire the entire right, title and interest in the trademark application filed by Michael D. Farr, serial number 77/762425 and to all goodwill associated with the mark;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, hereby sell, assign, and transfer to Farr's Fresh, Inc., its successors and assigns, the entire right, title and interest in the FARR'S FRESH trademark application and all trademark rights associated with the mark.

Signed and sealed

CITY
DATE

(1) at Salt Lake City
on August 5, 2010


Michael D. Farr
2575 South 300 West
Salt Lake City, Utah 84115