

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Michael D. Farr		08/05/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Farr's Fresh, Inc.		
<b>Street Address:</b>	2575 South 300 West		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84115		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77762440	FRESH SERVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)531-1929		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	801-994-4646		
<b>Email:</b>	docket@kunzlerip.com		
<b>Correspondent Name:</b>	Kunzler Needham Massey & Thorpe		
<b>Address Line 1:</b>	8 East Broadway, Suite 600		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>ATTORNEY DOCKET NUMBER:</b>	2628.3.2		
<b>NAME OF SUBMITTER:</b>	Brian C. Kunzler		
<b>Signature:</b>	/Brian C. Kunzler/		
<b>Date:</b>	08/05/2010		

OP \$40.00 77762440

Total Attachments: 1  
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**ASSIGNMENT**  
**OF**  
**FRESH SERVE TRADEMARK APPLICATION**

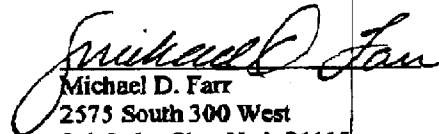
Whereas, Farr's Fresh, Inc., a Corporation of Utah, having a place of business at 2575 South 300 West, Salt Lake City, Utah 84115, desires to acquire the entire right, title and interest in the trademark application filed by Michael D. Farr, serial number 77/762440 and to all goodwill associated with 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 FRESH SERVE trademark application and all trademark rights associated with the mark.

Signed and sealed

CITY  
DATE

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

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