

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
Beaver Valley Baking, LLC		08/15/2010	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Name Rite, L.L.C.		
Street Address:	27710 Jefferson Avenue, Suite 105		
City:	Temecula		
State/Country:	CALIFORNIA		
Postal Code:	92590		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77768630	SIMPLIFY	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	202.739.5151		
Email:	dgross@morganlewis.com, ateixeira@morganlewis.com		
Correspondent Name:	Dana S. Gross		
Address Line 1:	1111 Pennsylvania Avenue, NW		
Address Line 2:	Attention: TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	042648.0008		
NAME OF SUBMITTER:	Dana S. Gross		
Signature:	/Dana S. Gross/		

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**TRADEMARK
 REEL: 004271 FRAME: 0516**

Date:

09/02/2010

Total Attachments: 1
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WHEREAS, Beaver Valley Baking, LLC, a Nevada Limited Liability Company, having a principal business address at 1632 McGaw Avenue, Suite 100, Irvine, California 92614 (the "Assignor") is the owner of U.S. Application Serial No. 77/768,630 for the mark SIMPLIFY (the "Mark"); and

WHEREAS, Name Rite, L.L.C., a Delaware Limited Liability Company, having a principal business address at 27710 Jefferson Avenue, Suite 105, Temecula, California 92590 (the "Assignee") is desirous of acquiring the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and sets over to Assignee, all right, title and interest in and to the Mark and the goodwill of the business symbolized by the Mark, including the right to sue for and receive all damages from past and future infringements of the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative as of date set forth below.

BEAVER VALLEY BAKING, LLC

By: Gerald S. Unis

Name: Gerald S. Unis

Title: Managing Member of LLC

Date: 8-15-10

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