

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
Eisage, LLC		01/03/2011	LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	National Eco Wholesale, Inc.		
Street Address:	3640 Walnut Street		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3166852	BOULDER	
Registration Number:	3115409	BOULDER LAUNDRY DETERGENT	
CORRESPONDENCE DATA			
Fax Number:	(310)394-4477		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-451-0647		
Email:	vbinford@cislo.com,tmk@cislo.com		
Correspondent Name:	Daniel M. Cislo		
Address Line 1:	1333 2nd Street, Suite 500		
Address Line 4:	Santa Monica, CALIFORNIA 90401		
ATTORNEY DOCKET NUMBER:	05-14916		
NAME OF SUBMITTER:	Daniel M. Cislo		
Signature:	/DanielMCislo/		

CH \$65.00 3166852

900180275

**TRADEMARK
 REEL: 004459 FRAME: 0955**

Date:

01/03/2011

Total Attachments: 3

source=Executed Trademark Assignment#page1.tif

source=Executed Trademark Assignment#page2.tif

source=Executed Trademark Assignment#page3.tif

TRADEMARK ASSIGNMENT

WHEREAS, the undersigned Ellie's Eco Home Store, Inc., a Colorado corporation, with a business address of 3640 Walnut Street, Boulder, CO 80301 (hereinafter ASSIGNOR), has developed a business pertaining to the marks BOULDER and BOULDER LAUNDRY DETERGENT (hereinafter the MARKS), which are registered trademarks at the United States Patent and Trademark Office assigned Registration Nos. 3,166,852 and 3,115,409 respectively;


WHEREAS, National Eco Wholesale, Inc., a Colorado corporation, with a business address of 3640 Walnut Street, Boulder, CO 80301 (hereinafter ASSIGNEE), and the successor to the ongoing and existing business of ASSIGNOR, or portion thereof, to which the MARKS pertain, is desirous of acquiring the MARKS, the goodwill and business symbolized thereby, and the aforementioned trademark registrations therefor; and

WHEREAS, ASSIGNOR is assigning the MARKS in the aforementioned trademark registrations to which the MARKS pertain, along with good will;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the assets of the business, the MARKS, the goodwill symbolized thereby and the aforementioned trademark registrations therefor.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 3 day of January, ~~2010~~ 2011

ELLIE'S ECO HOME STORE, INC.


Signature

Steve Savage
Name

Owner / President
Title

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this trademark assignmet (along with any paper referred to as being attached or enclosed) is being filed electronically with the Trademark Electronic Application System (TEAS) on the date shown below:

on 1-3-11

D. M. Cislo 1-3-11
D. M. Cislo, Reg. No. 32,973 Date