

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	06/30/2010

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Kind LLC	FORMERLY PeaceWorks Holdings, LLC, The PeaceWorks, Inc.	01/31/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	PeaceWorks Holdings LLC
<b>Street Address:</b>	8 West 38th Street, 6th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10013
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
<b>Serial Number:</b>	77615311	THE CODE
<b>Registration Number:</b>	2847053	BALI SPICE
<b>Registration Number:</b>	3064767	MEDITALIA
<b>Registration Number:</b>	2318892	PEACEWORKS

**CORRESPONDENCE DATA**

**Fax Number:** (212)226-5085  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 212-226-5054  
**Email:** trademarks@powleygibson.com  
**Correspondent Name:** Margarita Wallach  
**Address Line 1:** 304 Hudson Street, 2nd Floor  
**Address Line 2:** Powley & Gibson, P.C.  
**Address Line 4:** New York, NEW YORK 10013

**TRADEMARK**

**900186388**

**REEL: 004498 FRAME: 0283**

OP \$115.00 77615311

ATTORNEY DOCKET NUMBER:	449.12(US); 450.1-3(US)
NAME OF SUBMITTER:	Jason H. Kasner
Signature:	/jhk/
Date:	03/15/2011
Total Attachments: 5 source=PEACEWORKS HOLDINGS Assignment#page1.tif source=PEACEWORKS HOLDINGS Assignment#page2.tif source=PEACEWORKS HOLDINGS Assignment#page3.tif source=PEACEWORKS HOLDINGS Assignment#page4.tif source=PEACEWORKS HOLDINGS Assignment#page5.tif	

## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into this 31st day of January 2011, by and between Kind LLC, a Delaware limited liability company, doing business as KIND Foods LLC (f/k/a PeaceWorks Holdings, LLC and prior to that f/k/a The PeaceWorks, Inc.) having a principal place of business at

(hereinafter "Kind" or "Assignor"), and PeaceWorks Holdings LLC, a Delaware limited liability company having a principal place of business at

(hereinafter "PeaceWorks" or "Assignee") (each a "Party," and collectively, the "Parties").

**WHEREAS**, Kind has adopted, owns and is using the trademarks listed in Part I of Schedule A attached to this Assignment ("Schedule A") and the corresponding U.S. federal trademark registrations listed therein;

**WHEREAS**, Kind has adopted and is the record owner of the trademark THE CODE and the corresponding U.S. Trademark Application based on Kind's bona fide intent to use the mark in commerce in connection with the services described in the application for registration set forth in Part II of Schedule A;

**WHEREAS**, Kind has adopted and owns the trademarks identified in Part III of Schedule A for the goods and services identified therein (collectively with the marks identified in Parts I and II of Schedule A, the "Trademarks");

**WHEREAS**, Kind and PeaceWorks are parties to that certain Asset Purchase Agreement dated as of June 30, 2010 (the "Purchase Agreement");

**WHEREAS**, pursuant to the Purchase Agreement, PeaceWorks purchased (i) a certain business from Kind and all of Kind's right, title and interest in and to the Trademarks and all of the goodwill of the business symbolized by the Trademarks, and (ii) that portion of Kind's business in which Kind has a bona fide intent to use the trademark THE CODE;

NOW, THEREFORE, in consideration of, and in exchange for, good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Kind hereby assigns, transfers and grants to PeaceWorks all right, title and interest in and to (i) each of the Trademarks together with the goodwill of the business symbolized by the Trademarks, and the U.S. registrations and applications thereof listed in Schedule A, *nunc pro tunc*, effective as of June 30, 2010, and (ii) the trademark THE CODE and the pending Application therefor, together with that portion of Assignor's business in connection with which it has a bona fide intent to use said trademark, *nunc pro tunc*, effective as of June 30, 2010.

KIND, LLC d/b/a KIND Foods LLC, Assignor

By: 

Name: DANIEL LUBETZKY

Title: CEO

PEACEWORKS HOLDINGS, LLC, Assignee

By: 

Name: DANIEL LUBETZKY

Title: PRESIDENT

## SCHEDULE A

### PART I

<b>TRADEMARK</b>	<b>U.S. REGISTRATION NO.</b>	<b>REGISTRATION DATE</b>
BALI SPICE	2847053	May 25, 2004
MEDITALIA	3064767	March 7, 2006
PEACEWORKS	2318892	February 15, 2000

### PART II

<b>TRADEMARK</b>	<b>U.S. SERIAL NO.</b>
THE CODE	77/615,311

### PART III

<b>TRADEMARK</b>	<b>GOODS / SERVICES</b>
COOPERATION NEVER TASTED SO GOOD	gourmet sauces, also to be used as spreads or pates, and spices
MEDITALIA	saucés and spreads, olive oil, condiments, vinaigrettes, spices, grilled vegetables, appetizers, salad dressings, side salads, and prepared appetizers and other Mediterranean foods
MEDITERRA	saucés and spreads, olive oil, condiments, vinaigrettes, spices, grilled vegetables, appetizers, salad dressings, side salads, and prepared appetizers and other Mediterranean foods
MOSHE & ALI'S	gourmet sauces also to be used as spreads or pates; and spices
PEACEPRODUCTS	edible oils, mud masks and applicators, soaps, creams, perfumery, essential oils and salts, cosmetics, lotions and processed food products, olives, olive oil and paste, sundried tomatoes and pastes, halvah, olive branch briquettes, and other preserved, dried and cooked fruits, vegetables


PEACEVENTURES	
PEACEWARE	clothing and apparel ready-to-wear items namely T-shirts, sweatshirts, leisure wear, caps and socks
PEACEWEAR	clothing and apparel ready-to-wear items namely T-shirts, sweatshirts, leisure wear, caps and socks
PEACEWORKS	organizing cultural and educational events and programs to increase awareness about peace initiatives and to promote tolerance and peaceful coexistence
PEACEWORKS	Financial management, investment management, investment of funds for others, and investment consultation
PEACEWORKS	gourmet sauces also to be used as spreads or pates; and spices
PEACEWORKS "PROMOTING PEACE BY DOING BUSINESS" (and Globe Design)	clothing and apparel ready-to-wear items namely T-shirts, sweatshirts, leisure wear, caps and socks
THE PEACEWORKS	cosmetic products made by Israelis and Arabs jointly, namely cosmetics, lotions, shampoos, lip balms, conditioners and other hair, face and body care products
SPRATE	gourmet sauces also to be used as spreads or pates
SPRATE	processed food products made by Israelis and Arabs jointly, namely sundried tomato spreads, olive pates, pestos, filled olives, olive oil, sundried tomatoes, olive branch briquettes, and other spreads, and preserved, dried and cooked fruits and vegetables
TASTE THE FRIENDSHIP!	gourmet line of food that is produced in Israel by Arabs and Jews, as well as other food lines in other parts of the world
WAFA	chocolate bars and chocolate sold in gift tins

ACKNOWLEDGEMENT

State of New York )  
County of New York )

Given before me the above date as the free act and deed of Kind, LLC, by:

Name: DANIEL LUBETZKY  
Title: (CEO)

  
Notary Public


My commission expires on April 17, 2011

(SEAL)

DONNA M. NIXON  
Notary Public, State of New York  
No. 01N15042123  
Qualified in Kings County  
Commission Expires April 17, 2011

Accepted,

PeaceWorks Holdings, LLC, Assignee

By:  DANIEL LUBETZKY  
Title: PRESIDENT  
Date: JUN 31 2011