

VICTORIA FRIEDMAN COMPANY:150 SOUTH WACKER DRIVE, SUITE 620

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

04/14/2011
 900189333

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nature's Hand, Inc.		04/08/2011	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Nature's American Co.
Street Address:	3105 North Ashland Avenue, Suite 400
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60667
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	78863016	NATURE'S HAND SINCE 1971
Serial Number:	72426098	
Serial Number:	72451551	NATURE'S HAND
Serial Number:	77932863	GO NOLA GRANOLA ON THE GO!

CORRESPONDENCE DATA

Fax Number: (312)673-0361
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3126730360
 Email: friedman@vciplaw.com
 Correspondent Name: Victoria Friedman
 Address Line 1: 150 South Wacker Drive, Suite 620
 Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	1120/3
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NAME OF SUBMITTER:	Victoria Friedman
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CH-\$115.00 78863016

): VICTORIA FRIEDMAN COMPANY: 150 SOUTH WACKER DRIVE, SUITE 620

Signature:	/v/
Date:	04/14/2011
Total Attachments: 1 source=NAMECHANGE#page1.tif	

VICTORIA FRIEDMAN COMPANY; 150 SOUTH WACKER DRIVE, SUITE 620

NAME CHANGE OF TRADEMARK OWNER

This document, executed this 6th day of April, 2011, by Nature's Hand, Inc., a corporation, located and doing business at 954 West Washington Blvd, Chicago, IL 60607, is the owner of the following Trademark Registrations and Trademark Registration Application:

<u>Mark</u>	<u>Application Serial No.</u> <u>Registration No.</u>
NATURE'S HAND SINCE 1971	78/863,016
DESIGN	72/426,098
NATURE'S HAND	72/451,551
GO NOLA GRANOLA ON THE GO!	77/932,863

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, hereby changes its name to Nature's American Co., a Corporation, which is located and doing business at 3105 North Ashland Ave., Suite #400, Chicago, IL 60657, including all rights, title and interest in and to said marks, and the goodwill of the business associated with said marks.

Nature's American Co.

By: Kevin Harmon

Printed Name: Kevin Harmon

VICTORIA FRIEDMAN COMPANY: 150 SOUTH WACKER DRIVE, SUITE 620



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

APRIL 15, 2011

PTAS

VICTORIA FRIEDMAN
150 SOUTH WACKER DRIVE, SUITE 620
CHICAGO, IL 60606



900189333

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 900189333

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE,
MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.
IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE,
YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT
571-272-3350.

- 1. THE SUBMITTED ASSIGNMENT COVER SHEET IS NOT ACCEPTABLE. THE (CITIZENSHIP/STATE) OF THE RECEIVING PARTY MUST BE INDICATED ON THE COVER SHEET. AS OF JANUARY 16, 2009, TRADEMARK RULE 37 C.F.R. Â§3.31(A) WAS AMENDED TO ADD THE REQUIREMENT THAT THE ASSIGNMENT COVER SHEET MUST INCLUDE THE LEGAL ENTITY TYPE AND NATIONAL CITIZENSHIP (OR STATE OR COUNTRY OF ORGANIZATION) OF EACH PARTY RECEIVING THE ASSIGNMENT INTEREST. AND, IF THE PARTY RECEIVING THE ASSIGNMENT INTEREST IS A DOMESTIC PARTNERSHIP OR DOMESTIC JOINT VENTURE, THE COVER SHEET MUST STATE THE NAMES, LEGAL ENTITY TYPES, AND NATIONAL CITIZENSHIP (OR THE STATE OR COUNTRY OF ORGANIZATION) OF ALL GENERAL PARTNERS OR ACTIVE MEMBERS THAT COMPOSE THE PARTNERSHIP OR JOINT VENTURE. 37 C.F.R.