

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
Snow Ball Foods, LLC		05/16/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Coleman Natural Products, LLC		
Street Address:	1667 Cole Blvd, Suite 300		
Internal Address:	c/o Coleman Natural Foods, LLC		
City:	Lakewood		
State/Country:	COLORADO		
Postal Code:	80401		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2937537	CARB TWIST	
Registration Number:	2956762	CARB DELISH	
Registration Number:	2020523	EXECUTIVE CHEF	
Registration Number:	1406945	SNOW BALL	
CORRESPONDENCE DATA			
Fax Number:	(212)229-4470		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	1(212)294-4661		
Email:	trademarkny@winston.com		
Correspondent Name:	Sanjana Chopra		
Address Line 1:	200 Park Avenue		
Address Line 2:	Winston & Strawn LLP		
Address Line 4:	New York, NEW YORK 10166		
ATTORNEY DOCKET NUMBER:	6257.41		

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TRADEMARK
REEL: 004544 FRAME: 0211

NAME OF SUBMITTER:	Sanjana Chopra
Signature:	/W&S/
Date:	05/18/2011
Total Attachments: 3 source=Snow Ball Foods, LLC to Coleman Natural Products, LLC#page1.tif source=Snow Ball Foods, LLC to Coleman Natural Products, LLC#page2.tif source=Snow Ball Foods, LLC to Coleman Natural Products, LLC#page3.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is dated as of this 16 day of May, 2011 (the "Assignment"), between Snow Ball Foods, LLC, a Delaware limited liability company (the "Assignor"), and Coleman Natural Products, LLC, a Delaware limited liability company (the "Assignee").

WHEREAS, the Assignor is the owner of the trademarks and the applications and registrations therefor set forth on the attached Schedule A (collectively, the "Trademarks");

WHEREAS, the Assignee desires to acquire all right, title and interest in the Trademarks and the goodwill appurtenant thereto; and

WHEREAS, the Assignor desires to convey to Assignee all right, title and interest in the Trademarks and the goodwill appurtenant thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignment. The Assignor hereby assigns to Assignee all right, title, and interest in and to the Trademarks, together with the goodwill appurtenant thereto.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Trademarks, will be held and enjoyed by the Assignee and its successors, assigns and other legal representatives.
3. Further Assurances. The Assignor agrees to execute or arrange for execution such further documents as may be required to perfect the Assignee's ownership of or title to the Trademarks.
4. Authorization. The Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and officials in countries throughout the world whose duty it is to register and record ownership in trademark registrations and applications, to record the Assignee as the assignee and owner of all right, title and interest in and to the Trademarks.

[signature page follows]

SCHEDULE A

TRADEMARK	COUNTRY	SERIAL NO./REG. NO.	OWNER
CARB TWIST	United States	2,937,537	Snow Ball Foods, LLC
CARB DELISH	United States	2,956,762	Snow Ball Foods, LLC
EXECUTIVE CHEF	United States	2,020,523	Snow Ball Foods, LLC
SNOW BALL	United States	1,406,945	Snow Ball Foods, LLC

NY:1317796.1

CHI:2475100.2