

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
Purity Organic Holdings, Inc.	FORMERLY Greg Holzman, Inc.	07/21/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Purity Organic, LLC		
Street Address:	1625 Bush Street		
Internal Address:	Suite 3		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94109		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3335320	PURITY.ORGANIC	
Registration Number:	3365670	PURITY.ORGANIC	
CORRESPONDENCE DATA			
Fax Number:	(949)553-8354		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-851-5413		
Email:	trademarks@allenmatkins.com		
Correspondent Name:	Philip C. Schroeder		
Address Line 1:	1900 Main Street		
Address Line 2:	5th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	370421-00010		
NAME OF SUBMITTER:	Philip C. Schroeder		
Signature:	/Philip C. Schroeder/		

CH \$65.00 3335320

Date:

07/25/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Purity Organic Holdings, Inc., a California corporation (formerly known as Greg Holzman, Inc.) ("Assignor"), is the owner of, and either it or its licensees have used, and are using, the following trademarks registered with the United States Patent and Trademark Office (collectively, the "Trademarks"):

PURITY.ORGANIC, Registration No. 3335320, Registration Date November 13, 2007; and

PURITY.ORGANIC, Registration No. 3365670, Registration Date January 8, 2008.

WHEREAS, pursuant to that certain Contribution and Assignment Agreement dated on or about the date of this Assignment, Assignor is assigning all of Assignor's ownership rights related to the Trademarks to Purity Organic, LLC, a Delaware limited liability company ("Assignee").

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the registrations thereof, the same to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made; together with all claims for damages by reason of past infringement of the Trademarks, with the right to sue for, and collect, the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, the Assignor has executed this Assignment this 21st day of July, 2011.

Purity Organic Holdings, Inc. (formerly known as Greg Holzman, Inc.)

By: 

Name: Greg Holzman

Its: CEO

ACKNOWLEDGMENT


State of California)
County of San Francisco)

On 7/21/2011, before me, Phillip Donnici
(insert name of notary)

Notary Public, personally appeared Greg Holzman
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are
subscribed to the within instrument and acknowledged to me that he/she/they executed the same
in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument
the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that
the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature 

(Seal)

