

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Malcolm B. Howard		09/26/2011	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Arrowhead Syrup Sales, Inc.		
<b>Street Address:</b>	17108 Edwards Road		
<b>City:</b>	Cerritos		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90701		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77796852	VITAFUL	
<b>Registration Number:</b>	2482598	PERFECTLY NATURAL NATURE'S SWEETENER	
<b>Registration Number:</b>	3473577	PERFECTLY NATURAL	
<b>Registration Number:</b>	3694204	VITAFUL	
<b>Registration Number:</b>	2162689	CARIBBEAN NECTAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(480)245-6231		
<b>Phone:</b>	4802456233		
<b>Email:</b>	glenn.bacal@bacalgroup.com,jamie.tuccio@bacalgroup.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Glenn S. Bacal c/o Bacal Law Group		
<b>Address Line 1:</b>	6991 East Camelback Road, Suite D-102		
<b>Address Line 4:</b>	Scottsdale, ARIZONA 85251		
<b>ATTORNEY DOCKET NUMBER:</b>	60074-21		

OP \$140.00 77796852

**900203233**

**TRADEMARK  
 REEL: 004631 FRAME: 0818**

NAME OF SUBMITTER:	Glenn S. Bacal
Signature:	/Glenn S. Bacal/
Date:	09/28/2011
Total Attachments: 1 source=fully executed assignment final#page1.tif	

**ASSIGNMENT OF MARK**

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, Malcolm B. Howard, a United States citizen ("Assignor"), hereby assigns and grants to Arrowhead Syrup Sales, Inc., a California corporation ("Assignee"), the Assignor's entire right, title and interest in the mark and design.



(Federal Registration No. 248598); in the mark PERFECTLY NATURAL (Federal Registration No. 3473577); in the mark VITAFUL (Federal Registration No. 3694204); in the mark VITAFUL (Federal Application No. 77796852) and in the mark CARIBBEAN NECTAR (Federal Registration No. 2162689) (collectively the "Marks"), and all registrations and applications therefor, including without limitation the Federal Registration and Application Numbers noted above, and all goodwill along with the business associated with such Marks. Assignor further assigns all rights of Assignor as a licensor of the Marks and all rights to sue for any acts of infringement of the Marks occurring prior to the effective date of this Assignment. This Assignment is dated September 26, 2011.

**ASSIGNOR:**

Malcolm B. Howard, a United States citizen

By: Malcolm B. Howard

Name: Malcolm B. Howard

**ASSIGNEE:**

Arrowhead Syrup Sales, Inc., a California corporation

By: [Signature]

Name: Geff Bayme

Title: President

af02g900hj