

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
NewStar Fresh Foods, LLC		11/10/2011	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Big Idea Holdings, LLC		
Street Address:	900 Work Street		
City:	Salinas		
State/Country:	CALIFORNIA		
Postal Code:	93901		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85325445	EPIC ROOTS EURO-MACHE	
Registration Number:	3943990	EPIC ROOTS	
Registration Number:	3092984	EPIC ROOTS MACHE MIX	
Registration Number:	2823505	EPIC ROOTS	
Registration Number:	2711469	MACHE MAN	
Registration Number:	2754635	MACHE AN HEIRLOOM SALAD	
CORRESPONDENCE DATA			
Fax Number:	(415)457-2822		
Email:	info@hiaringsmith.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Anne Hiarling Hocking		
Address Line 1:	101 Lucas Valley Road, Suite 300		
Address Line 4:	San Rafael, CALIFORNIA 94903		

OP \$165.00 85325445

ATTORNEY DOCKET NUMBER:	BIG IDEA - ASSIGNMENT
NAME OF SUBMITTER:	Anne Hiaring Hocking
Signature:	/anne hiaring hocking/
Date:	01/24/2012
<p>Total Attachments: 7 source=NewStar to Big Idea Assignment - FINAL#page1.tif source=NewStar to Big Idea Assignment - FINAL#page2.tif source=NewStar to Big Idea Assignment - FINAL#page3.tif source=NewStar to Big Idea Assignment - FINAL#page4.tif source=NewStar to Big Idea Assignment - FINAL#page5.tif source=NewStar to Big Idea Assignment - FINAL#page6.tif source=NewStar to Big Idea Assignment - FINAL#page7.tif</p>	

ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS that NewStar Fresh Foods, LLC, a body politic and California limited liability company having a principal office and place of business at 900 Work St., Salinas, CA 93901, United States of America (hereinafter called the "Assignor"), in consideration of One Dollar (\$1.00) and other good and valuable consideration to it paid by Big Idea Holdings, LLC, ("Assignee"), a body politic and Delaware limited liability company, with a principal office and place of business at 900 Work Street, Salinas, California 93901, United States of America (hereinafter called the "Assignee"), whereby Assignee is the corporate parent of Assignor, such that Assignor is wholly owned by and is a related entity of Assignee, and the registered Marks, including the registrations, shall inure to the benefit of Assignee, who controls the nature and quality of the goods or services on or in connection with which the Marks are used, and Assignee will use the Marks in connection with the same goods or services recited in the registrations, the receipt whereof is hereby acknowledged, has agreed to sell, assign and transfer and does hereby sell, assign and transfer unto the said Assignee all of its right, title and interest in Canada in and to the trade-marks shown in the attached Schedule and the Canadian trademark mark registrations relating thereto.

IN WITNESS WHEREOF the Assignor has hereunto affixed its corporate seal under the hands of its proper officer duly authorized in that behalf this 10th day of November, 2011.

NEWSTAR FRESH FOODS, LLC

[corporate seal]

By: 
<Signature>

Name: Mark Dreyer
<Printed Name>

Its: CEO
<Title>

SCHEDULE

Registration No.

Trade Mark

TMA 794578

EPIC ROOTS

TMA 794579

EPIC ROOTS & Design

LISTING OF ALL TRADEMARKS OWNED BY NEWSTAR FRESH FOODS, LLC

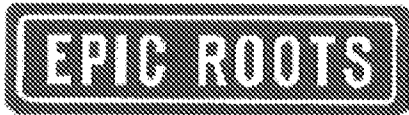
Mark	Reg.No.	Issue Date
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EPIC ROOTS EURO-MACHE (Pending ITU, Serial No. 85/323,445, Filed 19-MAY-2011)	n/a	n/a
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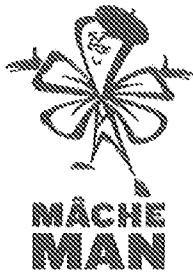
EPIC ROOTS	3,943,990	12-APR-2011
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EPIC ROOTS MACHE MIX	3,092,984	16-MAY-2006
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EPIC ROOTS & Design	2,823,505	16-MAR-2004
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MACHE MAN & Design (Cancelled 05-DEC-2009)	2,711,469	29-APR-2003
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MACHE AN HEIRLOOM SALAD	2,754,635	19-AUG-2003
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ASSIGNMENT OF TRADEMARKS
and TRADEMARK REGISTRATIONS

WHEREAS NewStar Fresh Foods, LLC ("Assignor"), a California Limited Liability Company with a principal place of business at 900 Work St., Salinas, CA 93901, is the owner of the United States trademark registrations listed below, (the "Marks"):

Mark	Reg. No.	Issue Date
EPIC ROOTS	3,943,990	12-APR-2011
EPIC ROOTS MACHE MIX	3,092,984	16-MAY-2006
EPIC ROOTS & Design	2,823,505	16-MAR-2004



MACHE AN HEIRLOOM SALAD	2,754,635	19-AUG-2003
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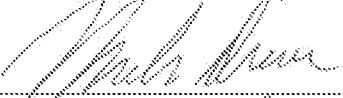
And,

WHEREAS Big Idea Holdings, LLC ("Assignee"), a Delaware Limited Liability Company with a principal place of business at 900 Work St., Salinas, CA 93901, is the corporate parent of Assignor, such that Assignor is wholly owned by and is a related entity of Assignee, and the registered Marks, including the registrations, shall inure to the benefit of Assignee, who controls the nature and quality of the goods or services on or in connection with which the Marks are used, and Assignee will use the Marks in connection with the same goods or services recited in the registrations, pursuant to 15 U.S.C. §§ 1060, 1055, 1127;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks, and the above Certificates of Registration therefor.

The record of this assignment shall be entered in the records of the United States Patent and Trademark Office.

NEWSTAR FRESH FOODS, LLC

By: 
[NAME] Mark Drost
[TITLE] CEO

Dated: 11/10/11

ASSIGNMENT OF INTENT TO USE TRADEMARK APPLICATION

WHEREAS NewStar Fresh Foods, LLC ("Assignor"), a California Limited Liability Company with a principal place of business at 900 Work St., Salinas, CA 93901, is the owner of the United States trademark application listed below, (the "Mark"); and whereas Assignor has a bona fide intent to use the Mark on fresh produce and is in the fresh produce business;

<u>Mark</u>	<u>Ser. No.</u>	<u>Issue Date</u>
EPIC ROOTS EURO-MACHE	85/325,445	19-MAY-2011

And,

WHEREAS Big Idea Holdings, LLC ("Assignee"), a Delaware Limited Liability Company with a principal place of business at 900 Work St., Salinas, CA 93901, is the corporate parent of Assignor, such that Assignor is wholly owned by and is a related entity of Assignee, and the Mark, including the application, shall inure to the benefit of Assignee, who controls the nature and quality of the goods or services on or in connection with which the Mark will be used, the business of which is ongoing and existing, pursuant to 15 U.S.C. §§ 1060, 1055, 1127; and whereas Assignee also has a bona fide intent to use the Mark in connection with the same goods or services recited in the application, specifically fresh produce, and is in the fresh produce business;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, and the above trademark application therefor.

The record of this assignment shall be entered in the records of the United States Patent and Trademark Office.

NEWSTAR FRESH FOODS, LLC

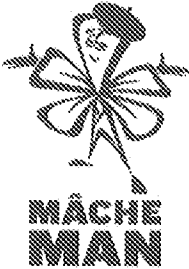
By: 
[NAME] Mark Dreyer
[TITLE] CEO

Dated: 11/10/11

ASSIGNMENT OF TRADEMARKS
and RIGHTS IN COMMON LAW TRADEMARKS

WHEREAS NewStar Fresh Foods, LLC ("Assignor"), a California Limited Liability Company with a principal place of business at 900 Work St., Salinas, CA 93901, is the owner of the United States common law trademarks listed below, (the "Marks") and has used these marks in commerce:

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
MACHE MAN & Design (Cancelled 05-DEC-2009)	2,711,469	29-APR-2003



EPIC ROOTS MACHE ROSETTES
MACHE MIX SALADE AUX HERBES
MACHE MIX SALADE EUROPEEN
MACHE MIX RED ROMANCE
EPIC ROOTS CHARD MIX
MACHE

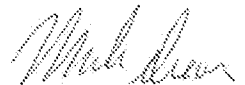
And,

WHEREAS Big Idea Holdings, LLC ("Assignee"), a Delaware Limited Liability Company with a principal place of business at 900 Work St., Salinas, CA 93901, is the corporate parent of Assignor, such that Assignor is wholly owned by and is a related entity of Assignee, and the Marks, including the common law rights, shall inure to the benefit of Assignee, who controls the nature and quality of the goods or services on or in connection with which the Marks are used, and Assignee will use the Mark in connection with the same goods or services for which the Marks are used, pursuant to 15 U.S.C. §§ 1060, 1055, 1127;

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NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks, and the above common law rights therefor.

NEWSTAR FRESH FOODS, LLC

By: 
[NAME] Mark Dier
[TITLE] CEO

Dated: 11/10/11