

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
INSOLVENCY SERVICES GROUP, INC.		04/03/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	HFH CORAZONAS, LLC		
Street Address:	2901 West Coast Highway, Suite 224		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92663		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 30			
Property Type	Number	Word Mark	
Serial Number:	85390611	CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES	
Serial Number:	85390585	FREEDOM TO SNACK	
Serial Number:	85008622	CORAZONAS FREEDOM TO SNACK	
Registration Number:	3987308	CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES	
Registration Number:	3987307	FREEDOM TO SNACK	
Registration Number:	3999243	CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES	
Serial Number:	85008699	CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES	
Registration Number:	3986795	CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES	
Registration Number:	3994819	CORAZONAS FREEDOM TO SNACK	
Registration Number:	3994818	CORAZONAS FREEDOM TO SNACK	

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Registration Number:	3999241	FREEDOM TO SNACK
Serial Number:	85008411	FREEDOM TO SNACK
Registration Number:	3982492	FREEDOM TO SNACK
Registration Number:	3464649	PARTY HEARTY
Registration Number:	3464648	CORAZONAS
Registration Number:	3358130	PARTY HEARTY
Serial Number:	78786939	PARTY HEARTY
Serial Number:	78786937	PARTY HEARTY
Registration Number:	3545237	ENJOY SNACKING AGAIN
Serial Number:	78786931	ENJOY SNACKING AGAIN
Serial Number:	78786929	CORAZONAS
Registration Number:	3730090	CORAZONAS
Serial Number:	78786920	SNACK TO YOUR HEART'S CONTENT
Registration Number:	3545236	SNACK TO YOUR HEART'S CONTENT
Registration Number:	3277420	SNACK TO YOUR HEART'S CONTENT
Registration Number:	3345496	ENJOY SNACKING AGAIN
Registration Number:	3163755	CORAZONAS
Serial Number:	77848895	CORAZONAS
Serial Number:	77840561	SNACK TO YOUR HEART'S CONTENT
Serial Number:	77840518	ENJOY SNACKING AGAIN

CORRESPONDENCE DATA

Fax Number: (949)725-4100

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (949) 725-4043

Email: amina@sycr.com

Correspondent Name: Arnold V. Mina

Address Line 1: STRADLING YOCCA CARLSON & RAUTH

Address Line 2: 660 Newport Center Drive, Suite 1600

Address Line 4: Newport Beach, CALIFORNIA 92660

ATTORNEY DOCKET NUMBER:	JSTAR HOLDINGS/ISG-HFH CO
NAME OF SUBMITTER:	Arnold V. Mina
Signature:	/Arnold V. Mina/
Date:	04/04/2012

Total Attachments: 5

TRADEMARK
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TRADEMARK ASSIGNMENT

WHEREAS, this Trademark Assignment ("Assignment") is made and entered into by and between Insolvency Services Group, Inc., a California corporation, with its address at 9107 Wilshire Blvd., Ste 800, Beverly Hills, CA 90210 (the "Seller"), acting solely in its capacity as the Assignee for the Benefit of the Creditors of Corazonas Foods, Inc., a Delaware corporation (the "Assignor"), pursuant to that General Assignment entered into by and between Seller and Assignor, and HFH Corazonas, LLC, a Delaware limited liability company (the "Buyer").

WHEREAS, Seller intends hereby to assign and convey all right, title and interest assigned and conveyed to Seller by Assignor in and to certain trademarks, service marks and/or trade names, as identified in Schedule A attached hereto and incorporated herein by reference (collectively, the "Assigned Marks"); and

WHEREAS, Buyer desires to accept, receive and acquire from Seller all right, title and interest assigned and conveyed to Seller by Assignor in and to the Assigned Marks; and

WHEREAS, Seller and Buyer have executed a certain Asset Purchase Agreement, with an effective date of the date hereof ("APA"), which provides for this Assignment of the Assigned Marks; and

WHEREAS, it is desired that the assignment of the Assigned Marks, and registrations thereof and applications therefore, be made of record in the United States Patent and Trademark Office, and any other appropriate Patent and Trademark Office;

NOW, THEREFORE, pursuant to said APA, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Seller makes the following assignment and the parties hereto agree as follows:

1. Assignment. Seller hereby sells, assigns, transfers and sets over to Buyer the entire right, title and interest in and to the Assigned Marks assigned and conveyed to Seller by Assignor in and to (i) the Assigned Marks, together with the goodwill of the business associated with the Assigned Marks (ii) the right to sue and recover for damages and profits and all other remedies for past, present and future infringements of the Assigned Marks and bring any proceeding in the United States Patent and Trademark Office or equivalent agency in any other country for cancellation or opposition or any other proceeding in connection with the Trademarks (iii) any and all renewals and extensions thereof that may hereafter be secured under applicable law and (iv) all other rights, including those under common law, to the Assigned Marks.

2. Assumption of Assigned Marks. Buyer hereby accepts, receives and acquires from Seller all right, title and interest assigned and conveyed to Seller by Assignor in and to the Assigned Marks, and assumes any and all duties and obligations in connection therewith.

3. Terms. The terms and covenants of this Assignment shall inure to the benefit of Seller and Buyer, their successors, assigns and other legal representatives, and shall be binding on each party and their successors, assigns and other legal representatives.

4. Cooperation. Seller and Buyer each agree to execute any and all documents and to do all other lawful acts as may be required or necessary to establish the rights assigned herein and the duties assumed hereunder, including any actions necessary to effectuate the transfer of the Assigned Marks.

5. IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of April 3, 2012.

SELLER:

INSOLVENCY SERVICES GROUP, INC.,
acting solely in its capacity as the Assignee for the
Benefit of the Creditors of Assignor

By: 

Name: JOEL B. WEINBERG

Title: CEO & President

BUYER:

HFH CORAZONAS, LLC

By: _____

Name: _____

Title: _____

JBW

4. Cooperation. Seller and Buyer each agree to execute any and all documents and to do all other lawful acts as may be required or necessary to establish the rights assigned herein and the duties assumed hereunder, including any actions necessary to effectuate the transfer of the Assigned Marks.

5. IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of April 3, 2012.

SELLER:

INSOLVENCY SERVICES GROUP, INC.,
acting solely in its capacity as the Assignee for the
Benefit of the Creditors of Assignor

By: _____
Name: _____
Title: _____

BUYER:

HFH CORAZONAS, LLC

By: Jeff Stewart
Name: Managing Member Donn Capital, LLC
Title: Manager

Schedule A

Trademark Rights

The Company has filed trademark applications for the following marks in the United States:

	Serial Number	Reg. Number	Word Mark
1	85390611		CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES
2	85390585		FREEDOM TO SNACK
3	85008622		CORAZONAS FREEDOM TO SNACK
4	85975248	3987308	CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES
5	85975247	3987307	FREEDOM TO SNACK
6	85008718	3999243	CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES
7	85008699		CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES
8	85008677	3986795	CHOLESTEROL LOWERING POWER OF FRUITS AND VEGETABLES
9	85008643	3994819	CORAZONAS FREEDOM TO SNACK
10	85008569	3994818	CORAZONAS FREEDOM TO SNACK
11	85008455	3999241	FREEDOM TO SNACK
12	85008411		FREEDOM TO SNACK
13	85008367	3982492	FREEDOM TO SNACK
14	78980350	3464649	PARTY HEARTY
15	78980338	3464648	CORAZONAS
16	78979317	3358130	PARTY HEARTY
17	78786939		PARTY HEARTY
18	78786937		PARTY HEARTY
19	78786933	3545237	ENJOY SNACKING AGAIN
20	78786931		ENJOY SNACKING AGAIN
21	78786929		CORAZONAS
22	78786926	3730090	CORAZONAS
23	78786920		SNACK TO YOUR HEART'S CONTENT

24	78786913	3545236	SNACK TO YOUR HEART'S CONTENT
25	78718983	3277420	SNACK TO YOUR HEART'S CONTENT
26	78710361	3345496	ENJOY SNACKING AGAIN
27	78525567	3163755	CORAZONAS
28	77848895		CORAZONAS
29	77840561		SNACK TO YOUR HEART'S CONTENT
30	77840518		ENJOY SNACKING AGAIN