

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
New Century Holdings, Inc.		05/23/2012	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	Wells Fargo Bank, National Association
Street Address:	1525 West W.T. Harris Blvd.
Internal Address:	MAC D1109-019
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28262
Entity Type:	national banking association: UNITED STATES

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1766866	COUNTRY CHOICE
Registration Number:	2700112	COUNTRY CHOICE
Registration Number:	3298432	COUNTRY CHOICE
Registration Number:	3720104	COUNTRY CHOICE ORGANIC
Serial Number:	77176589	FIT KIDS
Serial Number:	77176610	FIT KIDS
Registration Number:	2933143	ORGANIC PLUS

CORRESPONDENCE DATA

Fax Number: 6126428317
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 612-672-8317
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ATTORNEY DOCKET NUMBER:	2002771
NAME OF SUBMITTER:	Leah Fleck
Signature:	/Leah Fleck/
Date:	05/24/2012
Total Attachments: 2 source=intABB7#page1.tif source=intABB7#page2.tif	

ANNEX I

UNITED STATES TRADEMARKS

Trademark	Goods	App. No./ Filing Date	Reg. No./ Reg. Date
COUNTRY CHOICE	<u>Class: 30:</u> Grain based breakfast cereals	74/146,842 3/11/1991	1,766,866 4/20/1993
COUNTRY CHOICE	<u>Class: 30:</u> Cookies	76/414,488 6/3/2002	2,700,112 3/25/2003
COUNTRY CHOICE	<u>Class: 30:</u> Breakfast cereals; cereal-based snack food; oatmeal; processed cereals; processed grains; processed oats; ready-to-eat cereal-derived food bars; rolled oats	76/465,475 11/8/2002	3,298,432 9/25/2007
COUNTRY CHOICE ORGANIC & Design 	<u>Class: 30:</u> Breakfast cereals; cereal based snack food; cookies; oatmeal; processed cereals; processed grains; processed oats; processed wheat; ready to eat, cereal derived food bars; rolled oats; wafers	78/705,126 9/1/2005	3,720,104 12/1/2009
FIT KIDS and Design 	<u>Class: 29:</u> Fruit-based snack foods; protein-based, nutrient-dense snack bars; snack mix consisting primarily of processed fruits, processed nuts and/or raisins	77/176,589 5/9/2007	N/A N/A
FIT KIDS and Design 	<u>Class: 30:</u> Biscuits; bran; bread; bread sticks; breadcrumbs; breakfast cereals; brownies; cereal based snack food; cinnamon rolls; corn flakes; cracker and cheese combinations; crackers; danish pastries; flour; flour-based chips; gingerbread; grain-based chips; granola; granola-based snack bars; microwave popcorn; mixes for bakery goods; muesli; muffins; oatmeal; pancake mixes; pancakes; pastries; pretzels; processed cereals; processed corn; processed grains; processed oats; processed popcorn; processed semolina; processed unpopped popcorn; processed wheat; ready to eat cereal derived food bars; rice; rice-based snack foods; rolled oats; rolls; snack mix consisting primarily of crackers, pretzels, candied nuts and/or popped popcorn; wafers; waffles; wheat-based snack foods; cocoa; cookies	77/176,610 5/9/2007	N/A N/A
ORGANIC PLUS	<u>Class: 30:</u> Breakfast cereal; cookies; cocoa	78/373,457 2/24/2004	2,933,143 3/15/2005

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