

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
Align Partners, LLC		07/25/2012	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Naturally Nora, Inc.		
Street Address:	P.O. Box 8148		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08543		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3472884	NATURALLY NORA	
Registration Number:	3477567	SUNNY YELLOW	
Registration Number:	3477570	CHEERFUL CHOCOLATE	
CORRESPONDENCE DATA			
Fax Number:	8567950574		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	856.354.3013		
Email:	jletchford@archerlaw.com, jdaug@archerlaw.com		
Correspondent Name:	John F. Letchford, Archer & Greiner, P.C		
Address Line 1:	One Centennial Square, P.O. Box 3000		
Address Line 4:	Haddonfield, NEW JERSEY 08033		
ATTORNEY DOCKET NUMBER:	ALI010.00401		
NAME OF SUBMITTER:	John F. Letchford		

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Signature:	/John F. Letchford/
Date:	07/26/2012
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

A S S I G N M E N T

The undersigned Align Partners, LLC, a New Jersey limited liability company with its principal place of business located at P.O. Box 8148, Princeton, New Jersey 08543 USA (the "Assignor"), hereby transfers and assigns to Naturally Nora, Inc., a Delaware corporation, with its principal place of business located at P.O. Box 8148, Princeton, New Jersey 08543 USA (the "Assignee"), all right, title and interest in and to the trademark application(s) and/or registration(s) in the United States Patent and Trademark Office identified and described below:

<u>MARK</u>	<u>APPLICATION NO.</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
NATURALLY NORA	77/037,002	3,472,884	JULY 22, 2008
SUNNY YELLOW	77/155,063	3,477,567	JULY 29, 2008
CHEERFUL CHOCOLATE	77/155,696	3,477,570	JULY 29, 2008

and the goodwill of the business associated therewith (collectively, the "Trademark(s)").

For one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all of its right, title, and interest in and to the Trademark(s), free and clear of all liens and encumbrances, together with all of the goodwill of the business associated with and symbolized by such Trademark, the registration thereof and therefor, and any rights of the Assignor to sue any third parties for any past, present or future infringement of or to the Trademark, for the use and behoof of Assignee and its successors, assigns or other legal representative and to prosecute such application and registration in the United States Patent and Trademark Office.

After the execution of this Trademark Assignment, at the request of the Assignee and at the Assignee's expense, but

without additional consideration to the Assignor, the Assignor will execute and deliver to the Assignee from time to time such further instruments of conveyance, transfer, and assignment and other documents, and will take such other actions, as the Assignee may reasonably require to convey and deliver more effectively to the Assignee the Trademark, to perfect the Assignee's title thereto, and otherwise to accomplish the orderly transfer to the Assignee of the Trademark and to give full effect to this Trademark Assignment.

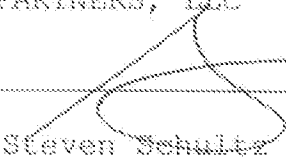
This Trademark Assignment is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

In witness whereof, intending to be legally bound hereby, the Assignor has duly executed this Trademark Assignment.

ALIGN PARTNERS, LLC

Dated: _____

7/25/12

By: 
Title: Partner

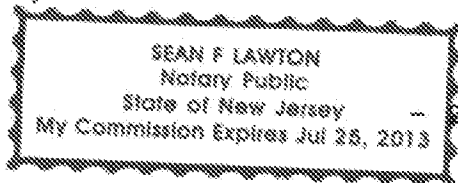
This 25th day of July, 2012, before me personally came the before-mentioned Steven Schultz, President of Align Partners, LLC, known as the individual who executed the foregoing Assignment, who acknowledged to me that he executed the same of his own free will for the purposes therein set forth.

Witness my hand and Notarial seal the day and year immediately above written.


Notary Public

(SEAL)

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