

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
	Purity Organic Holdings, Inc.		07/25/2012
			Entity Type
			CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Purity Organic, LLC		
Street Address:	1625 Bush Street, Suite 3		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94109		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	78919925	PURITY.ORGANIC
CORRESPONDENCE DATA			
Fax Number:	2067577700		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(206) 757-8475		
Email:	kristinecalhoun@dwt.com		
Correspondent Name:	Kristine Calhoun		
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Address Line 2:	1201 Third Avenue, Suite 2200		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	95970-1		
NAME OF SUBMITTER:	Kristine Calhoun		
Signature:	/Kristine Calhoun/		
Date:	07/30/2012		
Total Attachments: 1 source=Assignment of Trademark - 78919925#page1.tif			

CH \$40.00 78919925

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS, Purity Organic Holdings, Inc., a California corporation, whose address is 1625 Bush Street, Suite 3, San Francisco, CA 94109 ("Assignor") is the owner of the following trademark application which is pending in the U.S. Patent & Trademark Office under Serial No. 78/919925 filed June 29, 2006:

PURITY.ORGANIC (Stylized)

WHEREAS, Purity Organic, LLC, a Delaware limited liability company, whose address is 1625 Bush Street, Suite 3, San Francisco, CA 94109 ("Assignee") wishes to acquire said trademark application, together with the portion of the ongoing and existing business to which the identified mark pertains and the goodwill associated therewith and symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to said trademark and application together with the portion of the ongoing and existing business to which said trademark pertains and the goodwill of the business associated therewith and symbolized thereby, and all rights, interests, claims and demands recoverable in law or in equity, that Assignor has or may have in profits and damages for past, present and future infringements thereof, including, but not limited to, the right to compromise, sue for and collect said profits and damages.

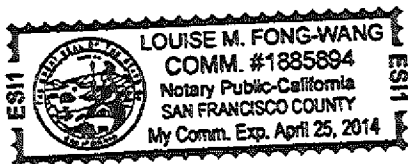
Purity Organic Holdings, Inc.

By: [Signature]
Name: Michael Boyder
Title: Board Member

State of California
County of San Francisco

On this 25th day of July, 2012, before me, Louise M. Fong-Wang, a Notary Public in and for the State of California, personally appeared Michael Boyder, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Louise M. Fong-Wang
Notary Public

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