

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
Pure & Natural Company		03/31/2012	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	High Ridge Brands		
Street Address:	5 High Ridge Park		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06905		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77508037	ARCTIC BOOST	
Serial Number:	77508618	C	
Serial Number:	78635985	PACIFIC FORCE	
Serial Number:	76266085	THE EYE OPENER!	
Serial Number:	77420927	URBAN FUEL	
CORRESPONDENCE DATA			
Fax Number:	2122776501		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212)277-6500		
Email:	goodwillj@dicksteinshapiro.com		
Correspondent Name:	Clark W. Lackert		
Address Line 1:	Dickstein Shapiro LLP		
Address Line 2:	1633 Broadway		
Address Line 4:	New York, NEW YORK 10019-6708		

OP \$140.00 77508037

ATTORNEY DOCKET NUMBER:	H0352.0000
NAME OF SUBMITTER:	Clark W. Lackert
Signature:	/Clark W. Lackert/
Date:	08/01/2012
Total Attachments: 5 source=Pure and Natural to HRB#page1.tif source=Pure and Natural to HRB#page2.tif source=Pure and Natural to HRB#page3.tif source=Pure and Natural to HRB#page4.tif source=Pure and Natural to HRB#page5.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of March 31, 2012, is by and between **Pure & Natural Company**, an Arizona corporation ("Assignor") and **High Ridge Brands Co.**, a Delaware corporation ("Assignee").

RECITALS

A. Assignor and Assignee have entered into an Agreement of Purchase and Sale dated March 31, 2012 (the "Purchase Agreement"); and

B. Pursuant to the terms and conditions of the Purchase Agreement, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in the Trademarks listed in Schedule A attached hereto (the "Trademarks"), and Assignee has agreed to acquire all right, title, and interest in the Trademarks.


AGREEMENT


NOW, THEREFORE, in consideration of the mutual promises herein contained and other good and valuable consideration, the parties agree as follows:

Assignor does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the goodwill symbolized by said Trademarks and the applications and registrations thereof, as well as any rights Assignor may have acquired by virtue of its use of the Trademarks, including the right to legally pursue any past, present or future infringement or unauthorized use of said Trademarks, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

IN WITNESS WHEREOF, Assignor and Assignee have executed or caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ASSIGNOR:
PURE & NATURAL COMPANY

By: 
Name: BRAD GARAWAY
Title: PRESIDENT

By: 
Name: JILL RUSSO
Title: SECRETARY

ASSIGNEE:
HIGH RIDGE BRANDS CO.

By: _____
Name: _____
Title: _____

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B. Pursuant to the terms and conditions of the Purchase Agreement, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in the Trademarks listed in Schedule A attached hereto (the "Trademarks"), and Assignee has agreed to acquire all right, title, and interest in the Trademarks.

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IN WITNESS WHEREOF, Assignor and Assignee have executed or caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ASSIGNOR:
PURE & NATURAL COMPANY

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

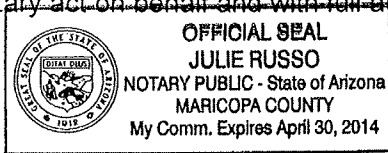
ASSIGNEE:
HIGH RIDGE BRANDS CO.

By: 
Name: James A. Daniels
Title: President

Corporate Acknowledgement – PURE & NATURAL COMPANY (Assignor)

STATE OF ARIZONA)
)ss.
COUNTY OF MARICOPA)

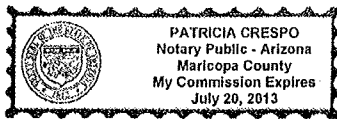
On this 31st day of March, 2012 before me, a notary public in and for said county, appeared Sora Ozawa personally known to me to be the President of Pure & Natural Company who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of Pure & Natural Company.



Julie Russo
Notary Public

STATE OF ARIZONA)
)ss.
COUNTY OF MARICOPA)

On this 31st day of March, 2012 before me, a notary public in and for said county, appeared Julie Russo personally known to me to be the Secretary of Pure & Natural Company who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of Pure & Natural Company.



Patricia Crespo
Notary Public

Corporate Acknowledgement – HIGH RIDGE BRANDS CO. (Assignee)

STATE OF _____)
)ss.
COUNTY OF _____)

On this ____ day of _____, 2012 before me, a notary public in and for said county, appeared _____ personally known to me to be the _____ of High Ridge Brands Co. who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of High Ridge Brands Co.

Notary Public

Corporate Acknowledgement – PURE & NATURAL COMPANY (Assignor)

STATE OF ARIZONA)
)ss.
COUNTY OF MARICOPA)

On this ___ day of _____, 2012 before me, a notary public in and for said county, appeared _____ personally known to me to be the _____ of Pure & Natural Company who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of Pure & Natural Company.

Notary Public

STATE OF ARIZONA)
)ss.
COUNTY OF MARICOPA)

On this ___ day of _____, 2012 before me, a notary public in and for said county, appeared _____ personally known to me to be the _____ of Pure & Natural Company who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of Pure & Natural Company.

Notary Public

Corporate Acknowledgement – HIGH RIDGE BRANDS CO. (Assignee)

STATE OF CONNECTICUT)
)ss. Stamford
COUNTY OF FAIRFIELD)


On this 30th day of March, 2012 before me, a notary public in and for said county, appeared James A. Daniels personally known to me to be the President of High Ridge Brands Co. who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of High Ridge Brands Co.


Notary Public

JEAN M. JOHANSON
NOTARY PUBLIC
MY COMMISSION EXPIRES JAN. 31, 2014

SCHEDULE "A"

COAST Trademarks Assigned by Pure and Natural Company

	A	B	C	D	E	F	G	H	I	J	K	L
	Country	Main Brand	Trademark	TM Type	Device	Status	Appl. Date	Appl. No.	Reg. Date	Res. No.	Renewal Date	Class
1	United States	COAST	ARCTIC BOOST	Wordmark		Registered/Granted	6/25/2008	77508037	11/10/2009	3709802	11/10/2019	03
2	United States	COAST	COAST logo (Stylized C and wave design within a circle)	Device		Registered/Granted	6/26/2008	77508618	5/26/2009	3628572	5/26/2019	03
3	United States	COAST	PACIFIC FORCE	Wordmark		Registered/Granted	5/24/2005	78635985	5/11/2007	3238183	5/11/2017	03
4	United States	COAST	THE EYE OPENER!	Wordmark		Registered/Granted	6/4/2001	76265085	12/10/2002	2658434	12/10/2012	03
5	United States	COAST	URBAN FUEL	Wordmark		Registered/Granted	3/13/2008	77420927	4/21/2009	3610014	4/21/2019	03
6												