

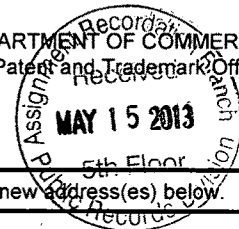
05/15/2013

Form PTO-1594 (Rev. 12-11)  
OMB Collection 0651-0027 (exp. 04/30)



103658205

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office



MPD 05-15-13

# TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

### 1. Name of conveying party(ies):

Simply Organic, Inc.

- Individual(s)
- Partnership
- Corporation- State: South Dakota
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

### 3. Nature of conveyance/Execution Date(s) :

Execution Date(s) May 10, 2013

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Jonathan O. Mostrom

Street Address: 15730 W. Norway Point Road

City: Hayward

State: WI

Country: US Zip: 54843

- Individual(s) Citizenship US
- Association Citizenship \_\_\_\_\_
- Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

### 4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

85/764,276

B. Trademark Registration No.(s)

2,583,547 2,761,549 4,158,152 4,158,153

Additional sheet(s) attached?  Yes  No

### C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

SALUTE BEAUTY - SIMPLY ORGANIC - BANGS & ENDS - SIMPLY ORGANIC - SIMPLY ORGANIC (respectively)

### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Hugh D. Jaeger

Internal Address: \_\_\_\_\_

Street Address: P.O. Box 432

City: Wayzata

State: MN Zip: 55391

Phone Number: 952-475-1880

Docket Number: 952-475-2930

Email Address: \_\_\_\_\_

### 6. Total number of applications and registrations involved:

5

### 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 140.00

- Authorized to be charged to deposit account
- Enclosed

### 8. Payment Information:

any additional fees

Deposit Account Number: 10:023088000000 2563547

Authorized User Name: Hugh D. Jaeger 48.00 DP  
62 FC:8522 100.00 DP

### 9. Signature:

Signature

Date

Hugh D. Jaeger

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 8

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

## ASSIGNMENTS

Whereas, Simply Organic, Inc., Assignor, has adopted and is using a mark for which said Assignor has filed application for registration of a mark in the United States Patent and Trademark Office, as follows:

Serial No. 85/764,276, filed October 26, 2012,  
for the mark SALUTE BEAUTY.

Whereas, Jonathan O. Mostrom, Assignee, of 15730 W. Norway Point Road, Hayward, Wisconsin, 54843, is desirous of acquiring said marks.

Whereas, Simply Organic, inc., Assignor, has adopted, used and is using marks which are registered in the United States Patent and Trademark Office, as follows:

Reg. No. 2,583,547 registered June 18, 2002, Serial No. 76/120,331,  
for the mark SIMPLY ORGANIC;

Reg. No. 2,761,549 registered September 09, 2003, Serial No. 76/469,459,  
for the mark BANGS & ENDS;

Reg. No. 4,158,152 registered June 12, 2012, Serial No. 77/772,424,  
for the mark SIMPLY ORGANIC;

Reg. No. 4,158,153 registered June 12, 2012, Serial No. 77/772,466,  
for the mark SIMPLY ORGANIC.

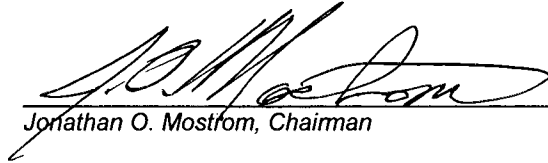
Whereas, Jonathan O. Mostrom, Assignee, of 15730 W. Norway Point Road, Hayward, Wisconsin, 54843, is desirous of acquiring said marks and the registrations thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Simply Organic, Inc., Assignor, does hereby assign unto the said Jonathan O. Mostrom, Assignee, all right, title and interest in and to the said marks, together with good will of the business symbolized by the marks, and the above identified applications for registration of said marks and the above identified registrations thereof.

The Commissioner for Trademarks is requested to issue any Certificates of Registration to said Assignee.

Executed this 10 day of MAY, 2013, by Assignor.


SIMPLY ORGANIC, INC.

  
Jonathan O. Mostrom, Chairman

*If Assignor is a corporation or other juristic organization, give the official title of the person who signs for Assignor.*

State of MINNESOTA )  
County of HENNEPIN ) ss:

Before me personally appeared said Jonathan O. Mostrom, Chairman, the person who signed this instrument, and who acknowledged the foregoing instrument to be a free act and deed on behalf of the identified corporation or other juristic entity with authority to do so, on this 10 day of MAY, 2013.

  
Notary Public

