

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Precept Brands LLC | | 03/01/2014 | LIMITED LIABILITY COMPANY: WASHINGTON |
| RECEIVING PARTY DATA | | | |
| Name: | Haggen, Inc. | | |
| Street Address: | 2211 Rimland Drive | | |
| City: | Bellingham | | |
| State/Country: | WASHINGTON | | |
| Postal Code: | 98226 | | |
| Entity Type: | CORPORATION: WASHINGTON | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86008330 | F8 FATE | |
| Serial Number: | 86008324 | LET FATE TEMPT YOU | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 5039723873 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | (503) 221-1440 | | |
| Email: | lisa.gabel@tonkon.com | | |
| Correspondent Name: | Tonkon Torp LLP | | |
| Address Line 1: | 888 SW Fifth Avenue | | |
| Address Line 2: | 1600 Pioneer Tower | | |
| Address Line 4: | Portland, OREGON 97204 | | |
| ATTORNEY DOCKET NUMBER: | 35788-9000 | | |
| NAME OF SUBMITTER: | Christopher D. Erickson | | |

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| | |
|---|---------------------------|
| Signature: | /Christopher D. Erickson/ |
| Date: | 03/03/2014 |
| Total Attachments: 1 source=Trademark Assignment (Precept to Haggren) 3-1-14#page1.tif | |

TRADEMARK ASSIGNMENT

Precept Brands LLC, a Washington limited liability company ("Assignor"), with an address of 1910 Fairview Ave. East, Suite 3400, Seattle, WA 98102, is the owner of the following trademark applications currently pending registration in the United States Patent and Trademark Office (the "Marks"):

| Trademark | U.S. App. No. |
|--------------------|----------------------|
| F8 FATE | 86008330 |
| LET FATE TEMPT YOU | 86008324 |

Haggen, Inc., a Washington corporation ("Assignee"), with an address of 2211 Rimland Drive, Bellingham, WA 98226, desires to acquire the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated with the Marks, the portion of the ongoing and existing business to which the Marks pertain, and the above-identified applications for the Marks

DATED: March 1, 2014

ASSIGNOR:

Precept Brands LLC

By: Phil Kazanjian
Name: Phil Kazanjian
Title: VP of Finance

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