

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315808

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Food Market Merchandising, Inc.		08/28/2014	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Affordable Naturals, LLC		
Street Address:	6401 W. 106th Street		
City:	Bloomington		
State/Country:	MINNESOTA		
Postal Code:	55438		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3935337	SIMPLY	
CORRESPONDENCE DATA			
Fax Number:	6128234777		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612-823-4016		
Email:	carl@clawoffice.com		
Correspondent Name:	Carl Christensen		
Address Line 1:	800 Washington Ave N		
Address Line 2:	Suite 704		
Address Line 4:	Minneapolis, MINNESOTA 55401		
NAME OF SUBMITTER:	Carl E. Christensen		
SIGNATURE:	/s/Carl E. Christensen		
DATE SIGNED:	09/02/2014		
Total Attachments: 3			
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OP \$40.00 3935337

TRADEMARK ASSIGNMENT

WHEREAS, **Food Market Merchandising Inc.**, a Minnesota Corporation with a place of business at 6401 W. 106th Street, Bloomington Minnesota 55438 ("**Assignor**"), owns common law trademark rights in the marks that are the subject of this assignment as shown in Schedule A, as well as the specific trademark applications/registrations shown in Schedule A (collectively, these rights shall be referred to as the "**Trademarks**");

WHEREAS, **Affordable Naturals, LLC**, a Minnesota Limited Liability Company with a place of business at 6401 W. 106th Street, Bloomington Minnesota 55438 ("**Assignee**") desires to acquire all right, title, and interest in and to the Trademarks, all goodwill and common law rights appurtenant thereto, and the portion of the business associated therewith, and Assignor desires to assign the same to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

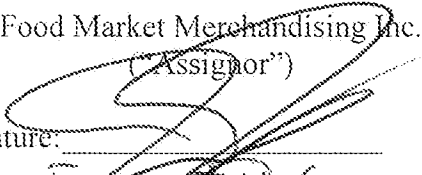
1. Assignor does hereby sell, assign, and transfer to Assignee all right, title, and interest in and to the Trademarks, and the goodwill and common law rights appurtenant thereto, and the portion of the business associated therewith, and Assignee does hereby accept this assignment.

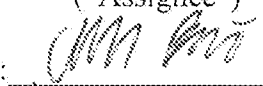
2. Assignor hereby warrants that is has not pledged, mortgaged, assigned, transferred, or otherwise granted any rights or interests in the Trademark to any third party.

3. Assignor agrees to execute all instruments and documents and do such additional acts as Assignee may deem necessary or desirable to effect, evidence, record, and perfect the assignment and recordation of the rights being assigned hereunder.

4. The parties may execute this agreement in counterparts, each of which together shall be deemed the complete and fully executed agreement.

5. This agreement shall inure to the benefit of and be binding upon Assignee and Assignor and their respective heirs, successors, and assigns.

Food Market Merchandising Inc.
("Assignor")
Signature: 
Name: J. J. Johnson
Title: President

Affordable Naturals, LLC
("Assignee")
Signature: 
Name: Aron Bible
Title: CFO

Schedule A

Trademark	Country	Reg. No.	Reg. Date
SIMPLY	United States of America	3935337	March 22, 2011