

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM372779

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Big Idea Holdings, LLC		02/05/2016	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Organicgirl, LLC		
Street Address:	900 Work Street		
City:	Salinas		
State/Country:	CALIFORNIA		
Postal Code:	93901		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 54			
Property Type	Number	Word Mark	
Serial Number:	85278799	THIS CONTAINER IS MADE WITH 100% RECYCLE	
Serial Number:	85278821	THIS CONTAINER IS MADE WITH 100% RECYCLE	
Serial Number:	86776992	CAESAR RULES!	
Serial Number:	85312148	COOKING WITH SPINACH	
Serial Number:	85312165	COOKING WITH SPINACH	
Serial Number:	85105008	EPIC ROOTS	
Serial Number:	78244341	EPIC ROOTS	
Serial Number:	78636592	EPIC ROOTS MACHE MIX	
Serial Number:	85731608	FIVE HAPPINESS	
Serial Number:	85731625	FIVE HAPPINESS	
Serial Number:	86703111	GOOD CLEAN GREENS	
Serial Number:	86703117	GOOD CLEAN GREENS	
Serial Number:	85341933	GREATGREENS!	
Serial Number:	85343564	GREATGREENS!	
Serial Number:	85731556	I HEART BABY KALE!	
Serial Number:	85731586	I BABY KALE!	
Serial Number:	77366925	I ORGANIC	
Serial Number:	77366935	I ORGANIC	
Serial Number:	86681722	KALE RULES	

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86652294	MORE GREENS. LESS FRUIT.
Serial Number:	77032224	ORGANICGIRL
Serial Number:	77108504	ORGANICGIRL
Serial Number:	85470361	ORGANICGIRL
Serial Number:	85470371	ORGANICGIRL
Serial Number:	86668972	ORGANICGIRL
Serial Number:	86668987	ORGANICGIRL
Serial Number:	85983689	ORGANICGIRL
Serial Number:	86846507	ORGANICGIRL
Serial Number:	77264898	ORGANICGIRL GOOD CLEAN GREENS
Serial Number:	77360148	ORGANICGIRL GOOD CLEAN GREENS
Serial Number:	77360177	ORGANICGIRL GOOD CLEAN VEGGIES
Serial Number:	77360207	ORGANICGIRL GOOD FRESH GREENS
Serial Number:	77360240	ORGANICGIRL GOOD FRESH GREENS
Serial Number:	77360275	ORGANICGIRL GOOD FRESH VEGGIES
Serial Number:	86653896	PEPPERGREENS
Serial Number:	86681715	PEPPERGREENS
Serial Number:	86703764	PEPPERGREENS GREENS WITH A PEPPERY KICK
Serial Number:	86703782	PEPPERGREENS GREENS WITH A PEPPERY KICK
Serial Number:	85317453	POWERGREENS!
Serial Number:	85317465	POWERGREENS!
Serial Number:	86355552	HELLO MY NAME IS PROTECT PACK! · THICKER
Serial Number:	86001923	SALAD LOVE
Serial Number:	86001955	SALAD LOVE
Serial Number:	86328518	SALAD LOVE
Serial Number:	86334979	SALAD LOVE
Serial Number:	86477034	SUPER SPINACH BABY SPINACH JUST GOT BETT
Serial Number:	86149013	SUPERGREEN
Serial Number:	85312499	SUPERGREENS!
Serial Number:	85312528	SUPERGREENS!
Serial Number:	86703105	SWEET PEA THE MAGIC OF FRESH SWEET PEA S
Serial Number:	86703093	SWEET PEA THE MAGIC OF FRESH SWEET PEA S
Serial Number:	77360323	WASHED2 WE WASHED IT 2 TIMES SO YOU DON'
Serial Number:	77366944	WASHED3 WE WASHED IT 3 TIMES SO YOU DON'
Serial Number:	77366954	WASHED3 WE WASHED IT 3 TIMES SO YOU DON'

CORRESPONDENCE DATA

Fax Number: 4153817515

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.

Phone: (415) 381-4161
Email: trademarks@donahue.com
Correspondent Name: Anne Hiaring Hocking
Address Line 1: 80 East Sir Francis Drake Blvd.
Address Line 2: Suite 2M
Address Line 4: Larkspur, CALIFORNIA 94939

ATTORNEY DOCKET NUMBER:	BIG IDEA (3)
NAME OF SUBMITTER:	Anne Hiaring Hocking
SIGNATURE:	/Anne Hiaring Hocking/
DATE SIGNED:	02/10/2016

Total Attachments: 6

source=BIG IDEA (3) - ASSIGNMENT#page1.tif
source=BIG IDEA (3) - ASSIGNMENT#page2.tif
source=BIG IDEA (3) - ASSIGNMENT#page3.tif
source=BIG IDEA (3) - ASSIGNMENT#page4.tif
source=BIG IDEA (3) - ASSIGNMENT#page5.tif
source=BIG IDEA (3) - ASSIGNMENT#page6.tif

TRADEMARK ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT (this "Agreement"), effective as of Jan 1, 2016, 2016 (the "Effective Date"), is made by and between Big Idea Holdings, LLC, a Delaware Limited Liability Company ("Assignor"), with principal place of business located at 900 Work Street, Salinas, California 93901 on the one hand, and Organicgirl, LLC, a California Limited Liability Company ("Assignee"), with a principal place of business located at 900 Work Street, Salinas, California 93901, on the other hand.


Assignor is the owner of the trademarks listed on Schedule A, attached (collectively, the "Trademarks"). Assignor wishes to assign the Trademarks to Assignee, and Assignee wishes to acquire the Trademarks from Assignor. For good and valuation consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

Assignor hereby assigns, transfers, and conveys to Assignee all its right, title, and interest, including common law and registered rights of, in, and to the Trademarks together with the goodwill of the business associated with them, and the goodwill of the business intended to be associated with them.

Assignor represents and warrants as follows: that it has not assigned, transferred or otherwise conveyed the Trademarks to any other party; that it has not abandoned the Trademarks; and that it is not aware of any pending claim of infringement or dilution against the Trademarks.

BIG IDEA HOLDINGS, LLC
a Delaware Limited Liability Company

ORGANICGIRL, LLC
a California Limited Liability Company

By: 

Name: Mark Drever
Title: Managing Member

Date: 2/5/16

By: 

Name: Mark Drever
Title: Managing Member

Date: 2/5/16

Page 1 of 6
Assignment of Trademarks from
Big Idea Holdings, LLC to
Organicgirl, LLC

SCHEDULE A
U.S. Marks

MARK	SERIAL NO.	REGISTRATION NO.
100% RECYCLED & Design	85/278,799	4,055,881
100% RECYCLED & Design	85/278,821	4,055,883
CAESAR RULES!	86/776,992	
COOKING WITH SPINACH & Design	85/312,148	4,056,486
COOKING WITH SPINACH & Design	85/312,165	4,056,487
EPIC ROOTS	85,105/008	3,943,990
EPIC ROOTS Label	78/244,341	2,823,505
EPIC ROOTS MACHE MIX	78/636,592	3,092,984
FIVE HAPPINESS	85/731,608	4,334,474
FIVE HAPPINESS	85/731,625	4,334,477
GOOD CLEAN GREENS	86/703,111	
GOOD CLEAN GREENS	86/703,117	
GREATGREENS! & Design	85/341,933	4,199,703
GREATGREENS! & Design	85/343,564	4,199,707
I HEART BABY KALE! & Design	85/731,556	4,353,127
I HEART BABY KALE! & Design	85/731,586	4,353,128
I HEART ORGANIC & Design	77/366,925	3,504,297
I HEART ORGANIC & Design	77/366,935	3,484,304
KALE RULES	86/681,722	
MORE GREENS. LESS FRUIT.	86/652,294	
ORGANICGIRL	77/032,224	3,631,886
ORGANICGIRL	77/108,504	3,658,541
ORGANICGIRL	85/470,361	
ORGANICGIRL	85/470,371	
ORGANICGIRL	86/668,972	
ORGANICGIRL	86/668,987	
ORGANICGIRL	85/983,689	4,804,538

Page 2 of 6
Assignment of Trademarks from
Big Idea Holdings, LLC to
Organicgirl, LLC

MARK	SERIAL NO.	REGISTRATION NO.
ORGANICGIRL	86/846,507	
ORGANICGIRL GOOD CLEAN GREENS & Design	77/264,898	3,475,185
ORGANICGIRL GOOD CLEAN GREENS & Design	77/360,148	3,472,058
ORGANICGIRL GOOD CLEAN VEGGIES & Design	77/360,177	3,480,106
ORGANICGIRL GOOD FRESH GREENS & Design	77/360,207	3,504,267
ORGANICGIRL GOOD FRESH GREENS & Design	77/360,240	3,480,107
ORGANICGIRL GOOD FRESH VEGGIES & Design	77/360,275	3,476,350
PEPPERGREENS	86/653,896	
PEPPERGREENS	86/681,715	
PEPPERGREENS and Design	86/703,764	
PEPPERGREENS and Design	86/703,782	
POWERGREENS! & Design	85/317,453	4,126,863
POWERGREENS! & Design	85/317,465	4,129,808
PROTECT PACK and Design	86/355,552	4,780,481
SALAD LOVE	86/001,923	4,679,549
SALAD LOVE	86/001,955	
SALAD LOVE and Design (Heart)	86/328,518	
SALAD LOVE and Design (Heart)	86/334,979	4,742,414
SUPER SPINACH and Design (Shield)	86/477,034	4,839,955
SUPERGREEN and Design	86/149,013	
SUPERGREENS & Design	85/312,499	4,187,750
SUPERGREENS & Design	85/312,528	4,187,751
SWEET PEA and Design	86/703,105	
SWEET PEA and Design	86/703,093	
WASHED2 WE WASHED IT 2 TIMES SO YOU DON'T HAVE TO & Design	77/360,323	3,476,356

Page 3 of 6
Assignment of Trademarks from
Big Idea Holdings, LLC to
Organicgirl, LLC

MARK	SERIAL NO.	REGISTRATION NO.
WASHED3 WE WASHED IT 3 TIMES SO YOU DON'T HAVE TO & Design	77/366,944	3,504,298
WASHED3 WE WASHED IT 3 TIMES SO YOU DON'T HAVE TO & Design	77/366,954	3,476,482

Page 4 of 6
Assignment of Trademarks from
Big Idea Holdings, LLC to
Organicgirl, LLC

Canada Marks

TRADEMARK	REGISTRATION NO.	APPLICATION NO.
COOKING W/SPINACH & Design	TMA862,227	1527656
EPIC ROOTS	TMA794,578	1175011
EPIC ROOTS Label	TMA794,579	1175016
EPIC ROOTS MACHE MIX	TMA701,875	1285396
FIVE HAPPINESS		1595573
I HEART ORGANIC & Design	TMA868,945	1522376
I HEART BABY KALE! & Design		1595572
MACHE MAN and Design (Plant Man)	TMA635,119	1175015
MORE GREENS. LESS FRUIT.		1,757,961
ORGANICGIRL		1552329
ORGANICGIRL	TMA859,024	1522371
ORGANICGIRL GOOD CLEAN GREENS & Design	TMA827,905	1522377
ORGANICGIRL GOOD CLEAN VEGGIES & Design	TMA861,620	1522379
ORGANICGIRL GOOD FRESH GREENS & Design	TMA861,625	1522380
ORGANICGIRL GOOD FRESH VEGGIES & Design	TMA861,626	1522382
PEPPERGREENS		1,757,949
PEPPERGREENS and Design		1744921
POWERGREENS! & Design	TMA874,584	1527665
SWEET PEA and Design		1744922
WASHED2 WE WASHED IT 2 TIMES SO YOU DON'T HAVE TO & Design	TMA862,228	1522374

Page 5 of 6

Assignment of Trademarks from
Big Idea Holdings, LLC to
Organicgirl, LLC

TRADEMARK	REGISTRATION NO.	APPLICATION NO.
WASHED3 WE WASHED IT 3 TIMES SO YOU DONT HAVE TO & Design	TMA862,229	1522375

Page 6 of 6
Assignment of Trademarks from
Big Idea Holdings, LLC to
Organicgirl, LLC