

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM440645

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		08/23/2017	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: 4			
Property Type	Number	Word Mark	
Registration Number:	4908739	KALE RULES	
Registration Number:	4949695	GET REAL. MORE GREENS. LESS FRUIT.	
Registration Number:	4905167	BRIGHTEN UP	
Registration Number:	4905144	BE COOL	
CORRESPONDENCE DATA			
Fax Number:	4153817515		
<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:	(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 3E		
Address Line 4:	Larkspur, CALIFORNIA 94939		
NAME OF SUBMITTER:	Anne Hiaring Hocking		
SIGNATURE:	/Anne Hiaring Hocking/		
DATE SIGNED:	08/24/2017		
Total Attachments: 2			
source=BIG IDEA (3) - ASSIGNMENT2 - Marks to Organicgirl LLC Executed#page1.tif			

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TRADEMARK ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT (this "*Agreement*"), effective as of January 1, 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


By: 

Name: Mark Drever

Title: Managing Member

Date: 8/23/17

ORGANICGIRL, LLC
a California Limited Liability Company

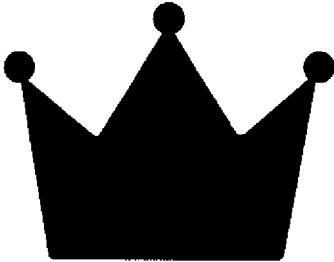


By: 

Name: Mark Drever

Title: Managing Member

Date: 8/23/17

SCHEDULE A

MARK	SERIAL NO.	REGISTRATION NO.
 kale rules	86/709,959	4,908,739
get real. more greens. less fruit.	86/709,967	4,949,695
 brighten up	86/709,980	4,905,167
 be cool	86/703,747	4,905,144

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