

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elise Bauer		01/27/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Simply Recipes, Inc.		
Street Address:	5150 Fair Oaks Boulevard		
Internal Address:	#101/147		
City:	Carmichael		
State/Country:	CALIFORNIA		
Postal Code:	95608		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3293926	SIMPLY RECIPES	
CORRESPONDENCE DATA			
Fax Number:	(916)362-9066		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(916) 362-9000		
Email:	mleonard@davisandleonard.com		
Correspondent Name:	Mark Leonard		
Address Line 1:	8880 Cal Center Drive		
Address Line 2:	Suite 180		
Address Line 4:	Sacramento, CALIFORNIA 95826		
ATTORNEY DOCKET NUMBER:	BAUER- ASSIGNMENT		
NAME OF SUBMITTER:	Mark R. Leonard		
Signature:	/mark r. leonard/		

OP \$40.00 3293926

Date:

02/12/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

Elise Bauer, an individual residing in Carmichael, California ("Bauer"), is the owner of the registered mark SIMPLY RECIPES, Reg. No. 3,293,926 for "providing on-one databases in the field of recipe information, cooking information, information about wine characteristics, and food and beverage preparation" (the "Mark")

Simply Recipes, Inc. is a California corporation located in Carmichael, California (the "Assignee").

For good and valuable consideration, including but not limited to payment of the sum of \$1.00, Bauer hereby assigns to Assignee any and all of her right, title, and interest in the mark SIMPLY RECIPES, together with all of the goodwill and rights associated with the mark and the services to be offered under the mark.

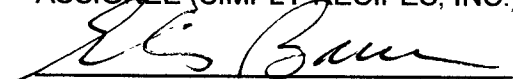
ASSIGNOR (ELISE BAUER):



Elise Bauer
For herself individually

Dated: 1.27.09

ASSIGNEE (SIMPLY RECIPES, INC.):



Elise Bauer
President, Simply Recipes, Inc.

Dated: 1.27.09