

TRADEMARK ASSIGNMENT

Electronic 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
Salt Creek, Inc.		05/13/2009	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	San Francisco Bay Brand, Inc.		
Street Address:	8239 Enterprise Drive		
City:	Newark		
State/Country:	CALIFORNIA		
Postal Code:	94560		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Serial Number:	77718970	BRINE SHRIMP PLUS	
Serial Number:	73636420	FORMULA TWO	
Serial Number:	73597141	PRIME REEF	
Serial Number:	75710812	FORMULA FOODS	
Serial Number:	75310760	FEEDING FRENZY	
Serial Number:	75499851	OCEAN NUTRITION	
Serial Number:	75710813	OCEAN NUTRITION	
Serial Number:	75483047	AQUA YUMS	
Serial Number:	78303408	FUN FEEDERS	
Serial Number:	73813105	VIT-A-BOOST	
CORRESPONDENCE DATA			
Fax Number:	(732)842-8388		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(732) 842-8110		

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Email: tcarter@walltong.com
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ATTORNEY DOCKET NUMBER:	SFBB/T001
NAME OF SUBMITTER:	Kin-Wah Tong
Signature:	/Kin-Wah Tong/
Date:	06/23/2009
Total Attachments: 3 source=SFBB_T001_EASGN#page1.tif source=SFBB_T001_EASGN#page2.tif source=SFBB_T001_EASGN#page3.tif	

ASSIGNMENT

WHEREAS, Salt Creek, Inc., (hereinafter referred to as "ASSIGNOR"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 3528 West 500 South, Salt Lake City, Utah 84104, is the owner of all right, title, and interest in and to the trademarks listed in EXHIBIT A (hereinafter referred to as the "Marks"); and

WHEREAS, San Francisco Bay Brand, Inc. (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of California, having a principal business office at 8239 Enterprise Drive, Newark, California 94560, is desirous of acquiring all right, title and interest in and to the Marks held by ASSIGNOR, and any corresponding U.S. State, Federal and foreign trademark applications and registrations.

WHEREAS, ASSIGNOR and ASSIGNEE have or will enter into an Asset Purchase Agreement (hereinafter referred to as "APA") pursuant to which ASSIGNEE will purchase the Marks.

WHEREAS, in connection with the APA, ASSIGNOR desires to sell and assign to ASSIGNEE, and ASSIGNEE desires to buy from the ASSIGNOR the Marks.

NOW, THEREFORE, in consideration of the premises and the mutual covenants and promises contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Marks, and any corresponding U.S. State, Federal and foreign trademark applications and registrations, together

with the goodwill of the business symbolized by and associated with the Marks, as well as any and all rights derived from the use of the Marks, either by the Assignor or by its licensees, as well as the right to sue for past, present, and future infringements.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and any U.S. State or foreign governmental office to issue any and all certificates of registration of the Marks to the ASSIGNEE as the owner of the entire interest of said Marks, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

The Assignor shall timely execute and deliver any additional documents and perform such additional acts necessary or desirable to record and perfect the interest of the Assignee in and to the Marks, and shall not enter into any agreement in conflict with this assignment.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 13th day of May, 2009.

SALT CREEK INC.

By: John De S. [Signature]

Title: Director

EXHIBIT A

01681-21678.TM	United States	BRINE SHRIMP PLUS	Pending	77/718,970	4/21/2009	n/a	n/a
01681-21678.TM.CALIF	California	BRINE SHRIMP PLUS (CALIFORNIA STATE TM)	Registered	n/a	n/a	71824	12/30/1983
01681-21680.TM	United States	FORMULA TWO	Registered	73/636,420	12/22/1986	1,447,825	7/14/1987
01681-21681.TM	United States	PRIME REEF	Registered	73/597,141	5/5/1986	1,448,761	7/21/1987
01681-21682.TM	United States	FORMULA FOODS	Registered	75/710,812	5/20/1999	2,391,277	10/3/2000
01681-21683.TM	United States	FEEDING FREENZY	Registered	75/310,760	6/18/1997	2,215,426	12/29/1998
01681-21684.TM	United States	OCEAN NUTRITION (Goods: vitamins and dietary supplements for fish)	Registered	75/499,851	6/10/1998	2,352,635	5/23/2000
01681-21687.TM	United States	OCEAN NUTRITION (Goods: aquarium food for fish and invertebrates)	Registered	75/710,813	5/20/1999	2,653,070	11/26/2002
01681-21686.TM	United States	AQUA YUMS	Registered	75/483,047	5/11/1998	2,228,991	3/2/1999
01681-21687.TM.JP	Japan	OCEAN NUTRITION (and design)	Pending Revival of Registration and Assignment from Chris Turk	n/a	n/a	4240202	n/a
01681-21687.TM.JP.A	Japan	OCEAN NUTRITION	Pending	2009-026775	4/9/2009	n/a	n/a
01681-22201.TM	United States	FUN FEEDERS	Registered	78/303,408	9/22/2003	3,004,984	10/4/2005
01681-22201.TM.JP	Japan	FUN FEEDERS	Registered	2004-008514	2/2/2004	4,821,062	11/26/2004
01681-21679.TM	United States	VIT-A-BOOST (AND DESIGN)	Registered	73/813,105	7/17/1989	1,596,018	5/15/1990