

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RDHR Investments & Holdings Inc.		02/19/2010	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PurBlendz IP Inc.		
<b>Street Address:</b>	2187 Dunwin Drive		
<b>City:</b>	Mississauga, Ontario		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	L5L 1X2		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77931943	PURBLENDZ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(303)607-3600		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	303-607-3500		
<b>Email:</b>	trademarkdnvr@faegre.com		
<b>Correspondent Name:</b>	Leslie P. Kramer		
<b>Address Line 1:</b>	1700 Lincoln Street		
<b>Address Line 2:</b>	3200 Wells Fargo Center		
<b>Address Line 4:</b>	Denver, COLORADO 80203-4532		
<b>ATTORNEY DOCKET NUMBER:</b>		82908-387261	
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Kevin P. Hein, Esq.		
<b>Address Line 1:</b>	1700 Lincoln Street		
<b>Address Line 2:</b>	3200 Wells Fargo Center		

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**900159999**

**TRADEMARK  
 REEL: 004188 FRAME: 0534**

Address Line 4: Denver, COLORADO 80230-4532

NAME OF SUBMITTER:

Leslie P. Kramer

Signature:

/Leslie P. Kramer/

Date:

04/19/2010

Total Attachments: 2

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**CONFIRMATORY ASSIGNMENT (U.S.A.)**

The undersigned, RDHR Investments & Holdings Inc., whose full post office address is 2187 Dunwin Drive, Mississauga, Ontario, L5L 1X2, Canada, confirms that as of February 19, 2010, it did assign to PurBlendz IP Inc., whose full post office address is 2187 Dunwin Drive, Mississauga, Ontario, L5L 1X2, Canada, its entire rights, title and interest in and to the United States of America trade-mark application listed below, including all of the goodwill of the business appertaining to the said trade-mark in the United States of America and the right to sue and recover damages and profits for past, present, and future infringement.

Trade-mark	Country	Application No.
PURBLENDZ	United States of America	77931943

Executed at Montral, Quebec, Canada as of the 19<sup>th</sup> day of February, 2010.

**RDHR INVESTMENTS & HOLDINGS INC.**

By:  c/s  
SIGNATURE

MARK RECHINCHI  
NAME (print)

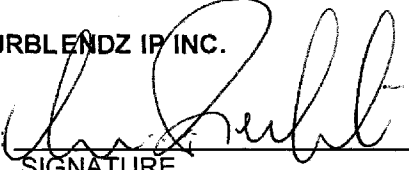
VICE-PRESIDENT + CEO  
TITLE (print)

**ACKNOWLEDGMENT**

PurBlendz IP Inc., the assignee named in the above Confirmatory Assignment, hereby acknowledges the assignment to it of the trade-mark set out above, including the goodwill of the business appertaining to said trade-mark in the United States of America, and the right to sue for past, present, and future infringements, and appoints Kevin P. Hein of Faegre & Benson LLP, 3200 Wells Fargo Center, 1700 Lincoln Street, Denver, CO 80203-4532, as the agent to which any notice in respect of the above trade-mark may be sent and upon which service of any proceedings in respect of the above trade-mark may be given or served with the same effect as if they had been given to or served upon the assignee.

Executed at Montreal, Quebec, Canada as of the 19<sup>th</sup> day of February, 2010.

PURBLENDZ IP INC.

By:  c/s  
SIGNATURE

MARK RECHICHI  
NAME (print)

VICE PRESIDENT & CEO  
TITLE (print)

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