

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
RDHR Investments & Holdings Inc.		02/19/2010	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Extreme Pita IP Inc.
Street Address:	2187 Dunwin Drive
City:	Mississauga, Ontario
State/Country:	CANADA
Postal Code:	L5L 1X2
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2574081	EXTREME PITA
Registration Number:	3368316	FEEL GOOD ABOUT WHAT YOU EAT
Registration Number:	3603153	INSPIRING HEALTHIER LIVING

CORRESPONDENCE DATA

Fax Number: (303)607-3600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 303-607-3500
 Email: trademarkdnvr@faegre.com
 Correspondent Name: Leslie P. Kramer
 Address Line 1: 1700 Lincoln Street
 Address Line 2: 3200 Wells Fargo Center
 Address Line 4: Denver, COLORADO 80203-4532

ATTORNEY DOCKET NUMBER: 82908-373397

DOMESTIC REPRESENTATIVE

900160000

**TRADEMARK
 REEL: 004188 FRAME: 0542**

CH \$90.00 2574081

Name: Kevin P. Hein, Esq.
Address Line 1: 1700 Lincoln Street
Address Line 2: 3200 Wells Fargo Center
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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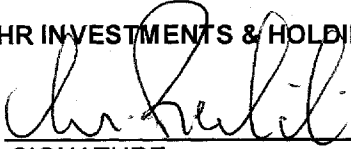
CONFIRMATORY ASSIGNMENT (U.S.A.)

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 Extreme Pita 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-marks and registrations listed below, including all of the goodwill of the business appertaining to the said trade-marks 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.	Registration No.
EXTREME PITA	United States of America	75571544	2574081
FEEL GOOD ABOUT WHAT YOU EAT	United States of America	77168921	3368316
INSPIRING HEALTHIER LIVING	United States of America	77168740	3603153

Executed at Montral, Quebec, Canada as of the 19th day of February, 2010.

RDHR INVESTMENTS & HOLDINGS INC.

By:  c/s
SIGNATURE

MARK RECHICHI
NAME (print)

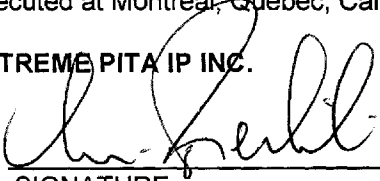
VICE PRESIDENT & CFO
TITLE (print)

ACKNOWLEDGMENT

Extreme Pita IP Inc., the assignee named in the above Confirmatory Assignment, hereby acknowledges the assignment to it of the trade-marks set out above, including the goodwill of the business appertaining to said trade-marks 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-marks may be sent and upon which service of any proceedings in respect of the above trade-marks 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 19th day of February, 2010.

EXTREME PITA IP INC.

By:  c/s
SIGNATURE

MARK RECHICHI
NAME (print)

VICE PRESIDENT & CPO
TITLE (print)

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