

TRADEMARK ASSIGNMENT

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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
Trinity Investment Co., Ltd.		05/17/2010	JOINT STOCK COMPANY: JAPAN
RECEIVING PARTY DATA			
Name:	KB SEIREN, LTD.		
Street Address:	6-1-1, SHIMOKOUBATA-CHO, SABAE-CITY		
City:	FUKUI		
State/Country:	JAPAN		
Entity Type:	JOINT STOCK COMPANY: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1619962	LIVEFRESH	
CORRESPONDENCE DATA			
Fax Number:	(914)723-4301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-723-4300		
Email:	rduff@lslp.com		
Correspondent Name:	Renee L. Duff		
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Address Line 4:	Scarsdale, NEW YORK 10583		
ATTORNEY DOCKET NUMBER:	2387		
DOMESTIC REPRESENTATIVE			
Name:	Howard N. Aronson		
Address Line 1:	Lackenbach Seigel LLP		
Address Line 2:	One Chase Road		

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**TRADEMARK
 REEL: 004301 FRAME: 0709**

Address Line 4: Scarsdale, NEW YORK 10583

NAME OF SUBMITTER:

Renee L. Duff

Signature:

/RLD/

Date:

10/21/2010

Total Attachments: 2

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ASSIGNMENT

WHEREAS, **Trinity Investment Co., Ltd.**, a Japanese joint-stock corporation located at 20-20, Kaigan 3-chome, Minato-ku, Tikyo 108-8080 Japan (hereinafter "**ASSIGNOR**"), was the owner of all right, title and interest in and to the below listed trademark which has been registered at the United States Patent and Trademark Office, particulars of which are as follows:

<u>Trademark</u>	<u>Registration No.</u>
LIVEFRESH	1,619,962

(hereinafter referred to as the "Mark");

WHEREAS, **KB SEIREN, LTD.**, a Japanese joint-stock corporation with offices at 6-1-1, SHIMOKOUBATA-CHO, SABAE-CITY, FUKUI, JAPAN, was desirous of acquiring the aforesaid Mark, together with the goodwill of the business symbolized by the Mark;

WHEREAS, by agreement **KB SEIREN, LTD.** received the entire right, title, and interest in and to the aforesaid Mark, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Mark in the name of **KB SEIREN, LTD.**

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said **ASSIGNOR** hereby acknowledges and confirms its prior said transfer, and does hereby sell, assign, and

transfer unto said **KB SEIREN, LTD.** all rights, title and interest in and to said Mark, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Mark, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Mark and the applications and registrations thereof.

ASSIGNOR REPRESENTS AND WARRANTS that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Mark to any third party.

Trinity Investment Co., Ltd.

BY: 

TITLE: Managing Director

NAME: Ryutaro Aida

DATE: May 17, 2010