

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/09/2011

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bob Fritz		04/15/2011	Individual - U.S. citizen: UNITED STATES

RECEIVING PARTY DATA

Name:	Caveman Foods, LLC
Street Address:	2950 Buskirk Avenue, Suite 122
City:	Walnut Creek
State/Country:	CALIFORNIA
Postal Code:	94597
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3068863	CAVEMAN DIET
Serial Number:	85107880	CAVEMAN NUTS
Serial Number:	77970168	CAVEMAN SNAX
Serial Number:	85113069	CAVEMAN KIDS
Serial Number:	77806460	CAVEMAN CUISINE

CORRESPONDENCE DATA

Fax Number: (317)231-7433
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3172311313
 Email: jgard@btlaw.com
 Correspondent Name: Julia Spoor Gard
 Address Line 1: 11 South Meridian Street
 Address Line 4: Indianapolis, INDIANA 46204

CH \$140.00 3068863

ATTORNEY DOCKET NUMBER:	53991-100
NAME OF SUBMITTER:	Julia Spoor Gard
Signature:	/jsg/
Date:	04/19/2011
Total Attachments: 2 source=Fritz#page1.tif source=Fritz#page2.tif	

U.S. TRADEMARK NUNC PRO TUNC ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged. Bob Fritz, a U.S. CITIZEN with a primary residence in Martinez, California (ASSIGNOR), hereby assigns, sells, conveys and transfers to Caveman Foods, LLC, a California Limited Liability Company having a primary place of business in Walnut Creek, California (ASSIGNEE), all rights, title, and interest to the trademarks on attached Exhibit A, including all common law rights to the Marks, the goodwill of the business with which the Marks are used, all claims for damages by reason of infringement, and the right to sue for and collect the same for its own use and for the use of its successors and assigns. ASSIGNEE is the successor in interest to the ongoing business of ASSIGNOR, or that portion of the business to which the Marks pertain. This Assignment is effective as of March 9, 2011.

ASSIGNOR:

Bob Fritz

Signed: [Signature]
Bob Fritz

Date: 4/10/2011

STATE OF CA)
 Contra) SS:
COUNTY OF Costa)

On the 15th day of April, 2011, before me, a Notary Public in and for said County and State, personally appeared Bob Fritz and acknowledged that ~~he~~ is the owner of the trademarks; that ~~she~~ is authorized by said Corporation to execute the foregoing Assignment on behalf of said Corporation; and that ~~he~~ did execute the foregoing Assignment on behalf of said Corporation, pursuant to such authority.

[Signature]
Notary Public
Evelyn F. Clemons
Printed Name

My Commission Expires: 10-10-13

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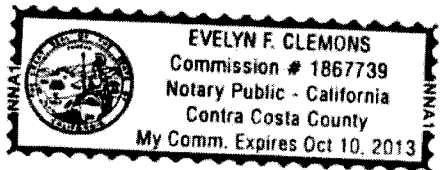


EXHIBIT A

Trademark	Matter No.	App. No.	Reg. No.
CAVEMAN DIET	53991-215803	78/081973	3068863
CAVEMAN NUTS	53991-215807	85/107880	
CAVEMAN SNAX	53991-215806	77/970168	
CAVEMAN KIDS	53991-215805	85/113069	
CAVEMAN CUISINE	53991-215804	77/806460	