

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tribeca Kitchen, LLC		10/17/2011	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	The Nest Collective, Inc.		
Street Address:	1485 Park Avenue, Suite 200		
City:	Emeryville		
State/Country:	CALIFORNIA		
Postal Code:	94608		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3264585	PLUM ORGANICS	
Registration Number:	3264586	PLUM ORGANICS	
Registration Number:	3272072	PLUM ORGANICS	
Registration Number:	3264584	PLUM ORGANICS	
Registration Number:	3272071	PLUM ORGANICS	
Registration Number:	3235479	PLUM ORGANICS	
CORRESPONDENCE DATA			
Fax Number:	(415)989-1663		
Phone:	(415)391-4800		
Email:	tm@cpdb.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Coblentz, Patch, Duffy & Bass, LLP		
Address Line 1:	One Ferry Building, Suite 200		
Address Line 4:	San Francisco, CALIFORNIA 94111		

OP \$165.00 3264585

ATTORNEY DOCKET NUMBER:	13405-020
NAME OF SUBMITTER:	Karen S. Frank
Signature:	/ksf/
Date:	10/24/2011
Total Attachments: 2 source=PLUM ORGANICS Trademark Assignment#page1.tif source=PLUM ORGANICS Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of _____, by and between TRIBECA KITCHEN, LLC., a New York limited liability company, with an address of 53 North Moore Street, #2G, New York, New York 10013 ("Assignor"), and THE NEST COLLECTIVE, INC., a Delaware corporation, with an address of 1485 Park Avenue, Suite 200, Emeryville, CA 94608 ("Assignee").

WHEREAS, Assignor is the owner of certain trademarks used in connection with its business, including but not limited to all common law trademarks and the trademarks listed in the attached Schedule A and all common law trademarks (the "Trademarks"), and the trademark applications and registrations listed in the attached Schedule A (the "Registrations"); and

WHEREAS Assignor wishes to assign the Trademarks, the Registrations, the business with which the Trademarks are associated (the "Business") and the goodwill represented by the Trademarks (the "Goodwill"), to Assignee and Assignee is desirous of acquiring such Trademarks, Registrations, Business and Goodwill;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest Assignor holds in and to all trademarks owned by Assignor, including without limitation the Trademarks, including all rights under common law, together with the Business and the Goodwill; all registrations and applications worldwide for the trademarks, including any renewals and extensions of the registrations now or hereafter in effect; and the right to recover damages and profits for past, present or future infringement or other unauthorized use thereof.

This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has entered into this Assignment as of the date first written above.

ASSIGNOR
TRIBECA KITCHEN, LLC

ASSIGNEE
THE NEST COLLECTIVE, INC.

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

**Tribeca Kitchen, LLC
Trademark Assignment
Schedule**

MARK	APPLICATION/REGISTRATION NUMBERS	COUNTRY
PLUM ORGANICS	3,264,584	U.S.
PLUM ORGANICS	3,272,071	U.S.
PLUM ORGANICS	3,235,479	U.S.
PLUM ORGANICS	1,317,504	Canada
PLUM ORGANICS	8429039	China
PLUM ORGANICS	8429038	China
PLUM ORGANICS	8429037	China
PLUM ORGANICS	301761345	Hong Kong
PLUM ORGANICS	1978823	India
PLUM ORGANICS	40-2011-0000427	Korea
PLUM ORGANICS	1097419	Mexico
PLUM ORGANICS	1097420	Mexico
PLUM ORGANICS	1097422	Mexico
PLUM ORGANICS	4-2010-501276	Philippines
PLUM ORGANICS	099061831	Taiwan
PLUM ORGANICS	099061832	Taiwan
PLUM ORGANICS	099061833	Taiwan
PLUM ORGANICS (Stylized)	3,264,585	U.S.
PLUM ORGANICS (Stylized)	3,264,586	U.S.
PLUM ORGANICS (Stylized)	3,272,072	U.S.