

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Greg Holzman Inc.		01/20/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Purity Organic Holdings, Inc.		
Street Address:	1625 Bush Street, Suite 3		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94109		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78919925	PURITY.ORGANIC	
CORRESPONDENCE DATA			
Fax Number:	(206)757-7700		
Phone:	(206) 757-8112		
Email:	marshallnelson@dwt.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:	Marshall J. Nelson		
Address Line 1:	Davis Wright Tremaine LLP		
Address Line 2:	1201 Third Avenue, Suite 2200		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	48307-3		
NAME OF SUBMITTER:	Kristine Calhoun, Davis Wright Tremaine		
Signature:	/Kristine Calhoun/		
Date:	03/21/2012		
Total Attachments: 0			

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