

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
Nest Naturals, Inc.		04/10/2011	CORPORATION: DELAWARE
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: 11			
Property Type	Number	Word Mark	
Registration Number:	3610229	DRIED & TRUE	
Registration Number:	3568562	JAMMY SAMMY	
Serial Number:	77568762	LUNCHBOX SIMPLICITY	
Serial Number:	77568746	LUNCHBOX SIMPLICITY	
Registration Number:	4070931	LUNCHBOX SIMPLICITY	
Registration Number:	3610255	MASHUPS	
Registration Number:	3729473	MOMS OF THE REVOLUTION	
Serial Number:	77445143	NEST COLLECTIVE	
Registration Number:	3966644	NEST COLLECTIVE	
Registration Number:	4026425	NEST COLLECTIVE	
Registration Number:	3800188	POP ALONGS	
CORRESPONDENCE DATA			
Fax Number:	(415)989-1663		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

OP \$290.00 3610229

via US Mail.

Phone: (415)391-4800
Email: tm@cpdb.com
Correspondent Name: Coblentz, Patch, Duffy & Bass, LLP
Address Line 1: One Ferry Building, Suite 200
Address Line 4: San Francisco, CALIFORNIA 94111

NAME OF SUBMITTER:	Karen S. Frank
Signature:	/ksf/
Date:	04/11/2012

Total Attachments: 3
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of April 10th, 2010, by and between NEST NATURALS, INC., a Delaware corporation, with an address of 1485 Park Avenue, Suite 200, Emeryville, California 94608 ("Assignor"), and THE NEST COLLECTIVE, INC., a Delaware corporation, with an address of 1485 Park Avenue, Suite 200, Emeryville, California 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;

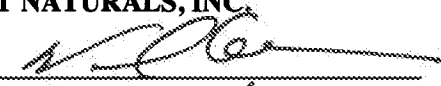
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest Assignor holds in and to all trademarks owned by Assignor, including without limitation the Trademarks, including all rights 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:

NEST NATURALS, INC.

By: 
Name: Neil G. Rimmer
Title: CEO

TRADEMARK ASSIGNMENT

MARK	GOODS AND SERVICES	APPLICATION/REGISTRATION NUMBERS	COUNTRY
DRIED & TRUE	Dried fruits	3,610,229	United States
JAMMY SAMMY	Class 30: Grain-based food bars containing fruits and nuts	3,568,562	United States
LUNCHBOX SIMPLICITY	Class 32: Beverages, namely, non-alcoholic beverages with tea flavor, non-alcoholic carbonated beverages, flavored waters, lemonades, mineral water, vegetable juices, tomato juices, whey beverages, fruit beverages, fruit-flavored beverages, soft drinks	77/568,762	United States
LUNCHBOX SIMPLICITY	Class 29: Protein based nutrient-dense snack bars; preserved, dried and cooked fruits and vegetables; applesauce; fruit purees; fruit and vegetable based snack food	77/568,746	United States
LUNCHBOX SIMPLICITY	Class 30: Breakfast cereals, cereal based snack foods, ready to eat, cereal derived food bars; prepared meals, processed meals and cooked meals consisting primarily of rice, noodles and pasta; cookies; cereal based nutrient-dense snack bars	4,070,931	United States
MASHUPS	Class 29: Fruit purees	3,610,255	United States
MOMS OF THE REVOLUTION	Class 44: Providing information on nutrition and healthy food choices	3,729,473	United States
NEST COLLECTIVE	Class 3: Personal care products, namely, after shave, antiperspirant, astringent for the face for cosmetic purposes, astringent for the skin for cosmetic purposes, bath beads, bath oil, non-medicated bath salts, body oil, body scrub, bubble bath, body and face lotions, deodorant for personal use, essential oils, exfoliates for the skin, facial masks, face mist, face scrub, non-medicated foot soak, foundation, hair conditioner, hair dyes, hair glitter, hair high lighter, hair mascara, hair pomade, hair rinses, hair removing creams, hair shampoo, hair spray, hair straightener, hair styling gel, hair styling mousse, lotion for the body, lotion for the hands, lotion for the face, lip balm, lip gloss, lip liner, lip makeup pencils, lip stick, makeup for the body, makeup for the face, makeup remover, mascara, massage oil, nail corrector pens, nail polish, nail polish remover, nail stencils, non-medicated bluish stick, non-medicated cleanser for the face, non-medicated foot spray, non-medicated mood enhancing massage ointment, non-medicated mood enhancing skin cream, oil blotting sheets for the skin, powder for the body, powder for the face, powder for the feet, pumice stones for personal use, salt scrubs for the skin, shaving cream, shower gel, skin bronzing cream, soap for the body, soap for the face, soap for the hands, sun block for the body, sun block for the face, suntan lotion for the body, suntan lotion for the face, sunless tanning lotion for the body, sunless tanning lotion for the face, pre-sun tanning lotion for the body, pre-sun tanning lotion for the face, post-sun tanning lotion for the body, post-sun tanning lotion for the face, window cleaning sprays, kitchen and bath cleaning preparations, furniture polish and stain removers, laundry products, namely, laundry detergents	77/445,143	United States
NEST COLLECTIVE	Class 29: Food products, namely, protein based nutrient-dense snack bar; preserved, dried, and cooked fruits and vegetables; applesauce; prepared meals, processed meals, dried meals, cooked meals, frozen meals consisting primarily of meat, poultry and vegetables	3,966,644	United States

MARK	GOODS AND SERVICES	APPLICATION/REGISTRATION NUMBERS	COUNTRY
NEST COLLECTIVE	Class 30: Flour and preparations made from cereals, namely, breakfast cereals, cereal based snack foods, ready to eat, cereal derived food bars; sweets, namely, cereal based nutrient-dense snack bars	4,026,425	United States
POPALONGS	Class 30: Snack crackers; corn chips	3,800,188	United States

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RECORDED: 04/11/2012