

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: 4159891663
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (415)391-4800
 Email: tm@cpdb.com, ksf@cpdb.com
 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

TRADEMARK

NAME OF SUBMITTER:	Karen S. Frank
Signature:	/ksf/
Date:	04/23/2013
Total Attachments: 2 source=TM Assignment Tribeca Kitchen to The Nest Collective#page1.tif source=TM Assignment Tribeca Kitchen to The Nest Collective#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of October 17, 2011, 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 the trademarks listed on the attached Schedule A (the "Trademarks"), and the trademark applications and registrations listed on the attached Schedule A (the "Registrations"); and

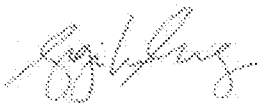
WHEREAS Assignor wishes to assign the Trademarks, the Registrations, and the goodwill represented by the Trademarks (the "Goodwill"), to Assignee and Assignee is desirous of acquiring such Trademarks, Registrations and Goodwill;

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 the Trademarks, including all rights under common law, together with 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
By:



Name: Gigi Lee Chang

Title: Member

ASSIGNEE
THE NEST COLLECTIVE, INC.
By:



Name: Sangita Forth

Title: VP Brand

Tribeca Kitchen, LLC

**Trademark Assignment
Schedule**

MARK	APPLICATION NO.	REGISTRATION NO.	COUNTRY
PLUM ORGANICS (Stylized)	78/842,606	3,264,585	U.S.
PLUM ORGANICS (Stylized)	78/842,615	3,264,586	U.S.
PLUM ORGANICS (Stylized)	78/842,626	3,272,072	U.S.
PLUM ORGANICS	78/842,579	3,264,584	U.S.
PLUM ORGANICS	78/842,590	3,272,071	U.S.
PLUM ORGANICS	78/842,548	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