

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
Agraria Ventures, LLC		10/05/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Regents of the University of California		
Street Address:	1111 Franklin Street		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94607		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85642665	WORLD FOOD CENTER	
Serial Number:	85642701	FOOD VALLEY	
Serial Number:	85642720	FOOD CAPITAL	
Serial Number:	85642733	FEEDING A HEALTHY PLANET	
CORRESPONDENCE DATA			
Fax Number:	4158823232		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(415) 882-3200		
Email:	tmparalegal@owe.com		
Correspondent Name:	Gregory N. Owen		
Address Line 1:	455 Market Street, Suite 1910		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	RUC UCD9001		

CH \$115.00 85642665

NAME OF SUBMITTER:	Gregory N. Owen
Signature:	/Gregory N. Owen/
Date:	10/08/2013
Total Attachments: 1 source=RUC UCD-Agraria Assgn#page1.tif	

ASSIGNMENT OF FEDERAL TRADEMARK APPLICATIONS

WHEREAS, Agraria Ventures, LLC, a limited liability company organized under the laws of the State of California, located at 1530 J Street, Suite 200, Sacramento, California 95814 ("Assignor") filed applications to register the following marks which are the subject of pending applications in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial No.</u>	<u>App. Date</u>
WORLD FOOD CENTER	85-642665	June 4, 2012
FOOD VALLEY	85-642701	June 4, 2012
FOOD CAPITAL	85-642720	June 4, 2012
FEEDING A HEALTHY PLANET	85-642733	June 4, 2012

WHEREAS, The Regents of the University of California, a California corporation, with principal offices at 1111 Franklin Street, Oakland, California 94607, ("Assignee") is desirous of acquiring said marks and the pending applications therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign and transfer to said Assignee all of Assignor's rights, title and interest in and to the above identified marks and the applications therefor, together with the goodwill of the business symbolized by the marks with the right to recover damages and profits for past infringement, if any.

IN WITNESS WHEREOF, Agraria Ventures, LLC has caused this instrument to be executed by a duly authorized representative of the company as of the 5 day of October, 2013.

Agraria Ventures, LLC

Dated: 10/5/13

By [Signature]
Name: MARK FRIEDMAN
Title: MANAGER