

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
Ture World Foods LLC	FORMERLY True World Foods, Inc.	06/11/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Ture World Holdings LLC		
Street Address:	7777 Leesburg Pike		
Internal Address:	Suite 406N		
City:	Falls Church		
State/Country:	VIRGINIA		
Postal Code:	22043		
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3304521	HOMARE	
Registration Number:	3386119	AYA	
CORRESPONDENCE DATA			
Fax Number:	(216)696-0740		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	216-861-7864		
Email:	clevelandip@bakerlaw.com		
Correspondent Name:	Deborah A. Wilcox		
Address Line 1:	1900 East 9th Street		
Address Line 2:	Suite 3200		
Address Line 4:	Cleveland, OHIO 44114		
ATTORNEY DOCKET NUMBER:	086871.020000		
NAME OF SUBMITTER:	Deborah A. Wilcox		

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**TRADEMARK
 REEL: 004225 FRAME: 0700**

Signature:	/Deborah A. Wilcox/
Date:	06/16/2010
Total Attachments: 2 source=true world foods to holdings#page1.tif source=true world foods to holdings#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into as of June 11, 2010 (this "Assignment") by and between TRUE WORLD FOODS LLC a Delaware limited liability company ("Assignor"), and TRUE WORLD HOLDINGS LLC, a Virginia limited liability company ("Assignee").

WHEREAS, Assignor is the legal successor to True World Foods, Inc.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby grants, transfers and assigns unto Assignee: (i) all of Assignor's right, title and interest in and to the Trademarks (defined herein), the same to be held and enjoyed by Assignee as fully and entirely as they would have been held by Assignor had the assignment not been made; (ii) all claims, demands and rights of action, both statutory and based upon common law, that Assignor has or might have by reason of any infringement of the Trademarks prior to, on or after the date of this Assignment, together with the right to prosecute such claims, demands and rights of action in Assignee's own name; and (iii) any income, fees, royalties, damages and payments now or hereafter due and/or payable under and with respect to the Trademarks, including without limitation, the right to recover for past, present or future infringements of the Trademarks or unauthorized use of the same.

"Trademarks" means the trademarks and service marks set forth on Schedule I to this Assignment, and any and all renewals and extensions thereof, for the full term or terms for which the same may be granted, together with the goodwill of the businesses carried on in connection with such trademarks and service marks.

2. Miscellaneous. This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective transferees, successors and assigns. If any term or provision of this Assignment is adjudged invalid or unenforceable, in whole or in part, or as applied to any circumstance, (i) the remaining terms and provisions hereof shall be unimpaired and shall remain in full force and effect, and (ii) the invalid or unenforceable provision or term shall be replaced by a term or provision that is valid and enforceable and that comes closest to expressing the intention of such invalid or unenforceable term or provision. This Assignment may be executed in counterparts, each of which shall be deemed an original, but which together shall constitute one and the same agreement.

IN WITNESS WHEREOF, each of Assignor and Assignee has caused this Assignment to be executed as of the date first written above.

TRUE WORLD FOODS LLC (legal successor to True World Foods, Inc.) ("Assignor")

By: [Signature]
Name: Takeshi Yeshiro
Title: President

TRUE WORLD HOLDINGS LLC ("Assignee")

By: [Signature]
Name: Takeshi Yeshiro
Title: Vice president

SCHEDULE 1

TRADEMARKS

MARK	REGISTRATION NO.	ISSUANCE DATE
HOMARE	3304521	10/02/2007
AYA	3386119	02/19/2008

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