

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
REVOCATION OF POWER OF ATTORNEY
AND POWER OF ATTORNEY**

In the Matter of:

Applicant: Earthwise Bag Company, Inc.
Current Address: 2819 Burton Avenue
Burbank, CA 91504

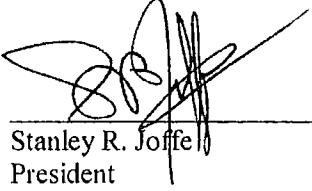
Mark(s): (i) CHOOSE TO REUSE (IC-18), Reg. No. 3283796
(ii) BE WISE EARTHWISE (IC-18), App. No. 77941927
(iii) EARTHWISE (IC-25), App. No. 76685126
(iv) EARTHWISE REUSABLE BAGS & Design (IC-16),
Reg. No. 3333254

Revoking all prior appointments, applicant hereby appoints Michelle A. Cooke, Charlene L. Oh, William A. Finkelstein, Brian Winterfeldt, Robert L. Kovelman, John Hanley, William Pecau, Rachel M. Hofstatter, Ahsen Khan, Abigail Rubinstein, Brooke Quist, Michael R. Heimbald, Dylan Ruga, Andrew Chen, Rebecca Edelson, Harold H. Fox, and Roger W. Parkhurst all practicing with the firm Steptoe & Johnson LLP, with an office at 2121 Avenue of the Stars, Suite 2800, Los Angeles, California 90067, (310) 734-3200, and all members of the Bars of the State of California or the District of Columbia, as its attorneys, with full power of substitution and revocation, to prosecute and maintain the above application/registration.

Please direct all communications as follows:

Michelle A. Cooke
Steptoe & Johnson LLP
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Los Angeles, California 90067
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Dated: November 17th, 2010

By: 
Name: Stanley R. Joffe
Title: President