

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
Smart Balance, Inc.		10/31/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	GFA Brands, Inc.
Street Address:	115 West Century Road
Internal Address:	Suite 260
City:	Paramus
State/Country:	NEW JERSEY
Postal Code:	07652
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	77580457	SMART 'N HEALTHY
Serial Number:	77512148	HEARTRIGHT
Serial Number:	77446541	0% SATURATED FAT. 100% DELICIOUS
Serial Number:	77200582	SMART BALANCE
Serial Number:	77566103	SMART BALANCE
Serial Number:	77431201	EARTH BALANCE
Serial Number:	77546578	GREAT TASTE & GOOD HEALTH. . .TOGETHER AT LAST
Serial Number:	77512724	SMART BALANCE
Serial Number:	77449036	HEART SMARTS
Serial Number:	77200602	EARTH BALANCE

CORRESPONDENCE DATA	
Fax Number:	(414)278-3763
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	

CH \$265.00 77580457

Phone: 414-225-7563
Email: pbergin@dkattorneys.com
Correspondent Name: Patrick M. Bergin
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Address Line 2: Suite 1400
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	33616.85227
NAME OF SUBMITTER:	Patrick M. Bergin
Signature:	/Patrick M. Bergin/
Date:	11/03/2008
Total Attachments: 1 source=Assignment (10427881)#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Smart Balance, Inc., a Delaware corporation, located at 115 W. Century Rd Suite 260, Paramus, New Jersey 07652, uses or intends to use and has applied to register the following marks:

App. No.	Mark	Filing Date
77/580,457	SMART 'N HEALTHY	September 27, 2008
77/512,148	HEARTRIGHT	July 1, 2008
77/446,541	0% SATURATED FAT. 100% DELICIOUS	April 11, 2008
77/200,582	SMART BALANCE	June 7, 2007
77/566,103	SMART BALANCE	September 9, 2008
77/431,201	EARTH BALANCE	March 25, 2008
77/546,578	GREAT TASTE & GOOD HEALTH. . .TOGETHER AT LAST	August 13, 2008
77/512,724	SMART BALANCE	July 1, 2008
77/449,036	HEART SMARTS	April 15, 2008
77/200,602	EARTH BALANCE	June 7, 2007

but has not yet filed an allegation of use under §§1051(c) or 1051(d) of The Trademark Act, and

WHEREAS, applicant is assigning the marks in the above-identified applications to its wholly owned subsidiary, GFA Brands, Inc., a Delaware corporation with its principal place of business at 115 West Century Road, Suite 260, Paramus, NJ 07652 as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. §1060;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Smart Balance, Inc. does hereby assign to GFA Brands, Inc. all right, title and interest in and to the above marks and applications for registration along with the goodwill of business symbolized thereby.

Signed this 31st day of October, 2008.

Smart Balance, Inc.

By: Norman J. Matar
 Norman J. Matar
 Executive Vice President, Smart Balance, Inc.

State of Wisconsin

County of Milwaukee

On this 31st day of October 2008, personally appeared Norman J. Matar, to me known and known to me to be the Executive Vice President of Smart Balance, Inc. the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

Notary Public
 My Commission Expires _____

