

Acquisition Opportunity:

Portfolio of Brands in the Organic Food, Grocery and Natural Product Categories.

*Full disclosure of brand portfolio
will be provided upon execution
of a non-disclosure agreement.*

OPPORTUNITY

Hilco Streambank has been engaged to sell a portfolio of trademarks and domain names developed and owned by a well established membership-only warehouse club. The assets present the opportunity to leverage strong generic brands in the fastest growing categories in retail food, grocery and pet product distribution.

BACKGROUND

A well-established private label line of **natural** and/or **organic food** and **retail products** was created and **registered in 2009** by a highly recognized membership-only warehouse club. The portfolio includes trademarks, logos, artwork and brand guides which covered approximately 150 SKU's in the grocery, frozen and prepared foods, baby and pet product aisles. Sales under these brands are over **\$200 million** annually in over 200 stores across the United States. The brands are protected by trademarks using the following key brand identifiers: **"Organics"; "All Natural"; "Pet"; "Earth"; and "Healthy"**.

These brands provide positioning for food products and supplements that are marketed as affordable, healthy, natural and/or organic including a full line of frozen and prepared food, children's snacks, confectionery goods, vitamins and pet foods. In the home goods categories, the brands provide positioning for products that are marketed as affordable, earth friendly and natural including full lines of **toiletry products, personal care products, hair care products, and skin care products**, for babies, children and adults.

AVAILABLE ASSETS

Trademarks

10 Trademarks in total using key brand identifiers ("**Organics**"; "**All Natural**"; "**Pet**"; "**Earth**"; and "**Healthy**") covering **18 different classes**.

Please see next page for the full list of Trademarks...

Domain Names

6 Branded Domain Names

The portfolio includes **(Dot)Com Domain Names** corresponding to the brands in the portfolio. The domains are intended for use in **E-Commerce** application.

TRADEMARKS (continued)

Trademark	Class	Reg. Date
All Natural Mark	Snacks and trail mix, consisting of processed nuts, seeds, dried fruit and chocolate; beef patties; appetizers primarily consisting of chicken or beef. Chocolates, spices, salt and pepper, pot pies.	2014
Organics Mark	Butter; frozen vegetables; olive oil; milk, and soy milk. Frozen pizza and salad dressing. Fruit juices.	2009
Pet Mark	Dry dog food, dry cat food.	2014
Earth Mark	Plastic cutlery, namely, knives, forks and spoons. Paper towels, paper napkins and bath tissue. Paper plates.	2014
Earth Mark	Disposable diapers for babies.	2014
Earth Mark	Vitamins, dietary and nutritional supplements.	2014
Earth Mark	Hair care products, namely, shampoos and conditioners; skin care products, namely, cleansers, moisturizers, and body wash; baby wipes.	
Helpings Mark	Frozen prepared meals consisting primarily of chicken nuggets. Crackers, frozen prepared meals consisting primarily of macaroni and cheese.	2011
Branded Mark	Oils, namely, olive and vegetable oils, processed olives; cheese; and frozen meatballs. Pasta; pasta sauces; pizza.	2007
Confectionery Mark	Nuts, namely, roasted nuts and shelled nuts. Candy.	2008

DILIGENCE

Further brand information and access to the data room is available upon the execution of a non-disclosure agreement.

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

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About Hilco Streambank

Hilco Streambank is a market leading advisory firm specializing in [intellectual property disposition and valuation](#). Over the last three years Hilco Streambank has become a leader in the IP valuation and disposition market. Having completed numerous transactions including sales in publicly reported Chapter 11 bankruptcy cases as well as private transactions, Hilco Streambank has established itself in the [internet and telecom](#) community as a responsible and effective intermediary in the space.