

08-24-1998



EET

U.S. Department of Commerce

Patent and Trademark Office

8/18/98

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To the Honorable Commissioner of Patents and Trade...

its or copy thereof.

1. Name of conveying party(ies):

National ICEE Corporation  
7500 Holstein Avenue  
Philadelphia, PA 19153

- Individual(s)
- General Partnership
- Corporation-State of Pennsylvania
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 24, 1998

2. Name and address of receiving party(ies):

Name: J & J Snack Foods Corp.

Internal Address: 6000 Central Highway

Pennsauken, NJ 08109

Street Address:

City: State: Zip:

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporate-State of New Jersey
- Other

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

957,047  
2,047,160

J.S. Patent & TMO/TM Mail Rpt Dt. #70



08-10-1998

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: J. Rodman Steele, Jr., Esq.

Internal Address: QUARLES & BRADY

222 Lakeview Avenue, 4th Floor

West Palm Beach, FL 33401

Street Address: Quarles & Brady

222 Lakeview Avenue, 4th Floor

City: West Palm Bch. State: FL Zip: 33401

6. Total number of applications and registrations involved:

2

7. Total Fee (37 CFR 3.41) \$ 80.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number

17-0055

(Attach duplicate copy of this page if paying by deposit account)

08/24/1998 INVENTEN 00000092 957047

DO NOT USE THIS SPACE

01 FC:441	40.00 OP
02 FC:442	25.00 OP
03 FC:998	15.00 OP

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Robert J. Sacco  
Name of person signing

*Robert J. Sacco*  
Signature

8/7/98  
Date

Total number of pages including cover sheet, attachments, and document:

4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents and Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK

REEL: 1772 FRAME: 0422

**ASSIGNMENT OF  
TRADEMARK REGISTRATIONS**

This Agreement is made on the 7<sup>th</sup> day of JULY, 1998, between NATIONAL ICEE CORPORATION, a Delaware corporation, with an address at 7500 Holstein Avenue, Philadelphia, Pennsylvania 19153 ("ASSIGNOR"), and J & J SNACK FOODS CORP., a New Jersey corporation, with an address at 6000 Central Highway, Pennsauken, NJ 08109 ("ASSIGNEE").

**WHEREAS**, ASSIGNOR has adopted, used and is using the trademarks listed in Appendix A for which it owns federal registrations in the United States Patent and Trademark Office;

**WHEREAS**, ASSIGNEE is desirous of acquiring said trademarks and the registrations thereof;

**NOW, THEREFORE**, for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE its successors and assigns, all its right, title, and interest in and to said marks, together with the goodwill of the business symbolized by and associated with said trademarks and trademark registrations thereof.

**IN TESTIMONY WHEREOF**, ASSIGNOR has executed this Assignment by a duly authorized officer.

NATIONAL ICEE CORPORATION

Date: 7/24/98

By:   
Name: Gerald B. Shreiber  
Title: President



APPENDIX A

U.S. REGISTRATIONS

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
AIR-POPT	957,047	04/10/73
COOL ZONE	2,047,160	03/25/97

QBWPB\126514.1

RECORDED: 08/10/1998

TRADEMARK  
REEL: 1772 FRAME: 0425