

09-09-1998

SHEET
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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



100824549

attached original documents or copy thereof.

To the Honorable Commissioner of F

1. Name of conveying party(ies):

Brown & Haley INC. -
1940 East 11 Street
Tacoma, Washington 98421

- Individual(s)
- General Partnership
- Corporation-State Washington
- 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 23, 1998

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

Name: Lincoln Snacks Company

Internal Address:

Street Address: 4 High Ridge Park

City: Stanford State: CT ZIP: 06 905

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

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

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

A. Trademark Application No



08-20-1998

U.S. Patent & TMOfo/TM Mail Rcpt Dt. #40

B. Trademark registration No.(s)

Poplikosh Reg.No. 2137970

Additional numbers attached? Yes No

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

Name: Karen P. Clancy Esq.

Internal Address: Suite 3500

Street Address: 605 Third Avenue

New York, New York 10158

City: New York State: NY ZIP: 10158

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

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

DO NOT USE THIS SPACE

9. Statement and signature.

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.

Karen P. Clancy
Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet:

1

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:

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Commissioner of Patents and Trademarks
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Washington, D.C. 20231

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TRADEMARK
REEL: 1785 FRAME: 0493



08-20-1998

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ASSIGNMENT OF REGISTERED TRADEMARK

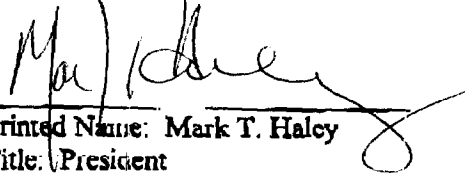
WHEREAS, Brown & Haley (hereinafter the "ASSIGNOR"), adopted and used the trademark POPLIKOSH which has been registered in the United States Patent and Trademark Office, Registration No. 2,137,970 dated February 17, 1998; and

WHEREAS, Lincoln Snacks Company (hereinafter the "ASSIGNEE"), a Delaware corporation having a place of business at 4 High Ridge Park, Stamford, Connecticut 06905, is desirous of acquiring said mark and registration thereof;

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE its entire right, title to and interest in said trademark and said registration, together with the goodwill of the business associated with the trademark.


Executed at Tacoma, Washington; this 23 day of July 1998

BROWN & HALEY


Printed Name: Mark T. Haley
Title: President

STATE OF WASHINGTON)
) ss.
COUNTY OF PIERCE)

I certify that I know or have satisfactory evidence that Mark T. Haley is the person who appeared before me, and said person acknowledged that he signed this instrument, on oath stated that he was authorized to execute the instrument and acknowledged it as the President of Brown & Haley to be the free and voluntary act of such party for the uses and purposes mentioned in the instrument.


Notary Public
My commission expires 1-1-2001

WB:jt