

09-23-1998

MRD 9-22-98

TRADEMARKS ONLY

Documents and Trademarks:
document or copy thereof.

TRADEMARKS ONLY



100835916

1. Name of Party(ies) conveyi

CSC Brands, Inc.

Name and Address of Party(ies) receiving an interest:

Vlastic International Brands Inc.
Box 625
Route 331 South
Millsboro, DE 19966

Entity:

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

Entity:

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

RECEIVED
9 SEP 22 PM 4:24
ASSIGNMENT

Additional name(s) of conveying party(ies) attached?

- Yes
- No

Citizenship: U.S.A.

If 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) and address(es) attached?

- Yes
- No

3. Interest Conveyed:

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

Execution Date: March 10, 1998

4. Application number(s) or registration number(s). Additional numbers attached?

- Yes
- No

A. Trademark Application No(s).

B. Trademark Registration No(s).
See Attached

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

Pattishall, McAuliffe, Newbury,
Hilliard & Geraldson
320 Watergate Six Hundred
Washington, D.C. 20037

6. Total number of applications and registrations involved:

23

7. Total fee (37 CFR 3.41) \$ 590.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-0650

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

09/23/1998 SSMITH 00000028 1786928

01 FC:481 40.00 OP
02 FC:482 550.00 OP

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.

Colette A. Durst-Barkey

Sept. 22, 1998

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 2

UNITED STATES

SCHEDULE A

ASSIGNMENT OF U.S. TRADEMARKS OWNED BY CSC BRANDS, INC.

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
BREAKFAST BLAST	1,786,928	08/10/93
DESIGN: ALLIGATOR	1,840,683	06/21/94
DESIGN: BEAR	1,838,030	05/31/94
DESIGN: ELEPHANT	1,839,558	06/14/94
DESIGN: FOX	1,845,775	07/19/94
DESIGN: HIPPO	1,840,680	06/21/94
DESIGN: LION	1,824,530	03/01/94
DESIGN: MOOSE	1,839,532	06/14/94
DESIGN: RHINO	1,840,737	06/21/94
DESIGN: SHARK	1,823,037	02/22/94
DESIGN: TIGER	1,840,681	06/21/94
DESIGN: WALRUS	1,840,684	06/21/94
FUN FEAST	1,793,773	09/21/93
GREAT STARTS	1,824,509	03/01/94
GREAT STARTS & DESIGN	1,825,316	03/08/94
GREAT TASTE MADE EASY	1,998,679	09/03/96
HUNGRY-HOMBRE (STYLIZED)	1,086,539	02/28/78
HUNGRY-MAN (STYLIZED)	1,086,538	02/28/78
LE MENU	1,713,948	09/08/72
LE MENU NEW AMERICAN CUISINE	1,778,432	06/22/93
MAC & MORE	1,953,357	01/30/96
MAC & MORE & DESIGN	1,965,398	04/02/96
PLUMP & JUICY (STYLIZED)	1,260,588	12/06/83

UNITED STATES

ASSIGNMENT OF TRADEMARKS

STATE OF *Delaware* :
COUNTY OF *New Castle* : ss.

WHEREAS CSC BRANDS, INC. ("Assignor"), a Delaware corporation with offices at Suite 102, 200 Continental Drive, Newark DE 19713, has adopted, used and is using the trademarks/service marks/trade names/trade dress shown in Schedule A hereto in its business;

AND WHEREAS VLASIC INTERNATIONAL BRANDS INC., ("Assignee"), a Delaware corporation with offices at Box 625, Route 331 South, Millsboro, DE 19966, U.S.A., has on this date acquired from Assignor certain assets and property used in Assignor's business and is desirous of acquiring the trademarks/service marks/trade names/trade dress shown in Exhibit A hereto and any other trademarks, service marks and trade names used in such business (collectively, the "Trademarks"), the registrations and applications for registration of the Trademarks shown in Schedule A and any other registrations and applications for registration of the Trademarks, and the goodwill of the business symbolized by the Trademarks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademarks, together with the registrations and applications for registration of the Trademarks shown in Exhibit A, any other registrations and applications for registration of the Trademarks, in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto and in and to all rights of action arising from the Trademarks, all claims for damages by reason of past, present and future infringement of the Trademarks and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made, and the goodwill of the business symbolized by the Trademarks.

Dated: *March 16*, 1998

CSC BRANDS, INC.

By *Charles Mc Carrick*
Name *CHARLES MC CARRICK*
Title *VIC PRESIDENT AND TREASURER*

Subscribed and sworn to before me on *3/10*, 1998

Notary Public

Linda S. Shamblin

LINDA S. SHAMBLIN
NOTARY PUBLIC-DELAWARE
My commission expires Nov. 2, 1998

UNITED STATES

SCHEDULE A

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