

09-19-2001
101848796

SHEET
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Docket No.:

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To the Honorable Commissioner of

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

BETTER WAY FOODS, INC. 9-17-01

- Individual(s)
- General Partnership
- Corporation-State **California**
- Other

- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: 9/7/01 nunc pro tunc as of March 2, 1994

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

Name: **Interstate Brands Corporation**

Internal Address:

Street Address: **12 East Armour Blvd.**

City: **Kansas City** State: **MO** ZIP: **64111**

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State **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 numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,199,745

Additional numbers attached? Yes No

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

Name: **Robert D. Hovey**

Internal Address: **Hovey, Williams, Timmons & Collins**

Street Address: **2405 Grand Blvd., Suite 400**

City: **Kansas City** State: **MO** ZIP: **64108**

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:

19-0522

DO NOT USE THIS SPACE

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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.

Robert D. Hovey

Name of Person Signing

Signature

September 14, 2001

Date

Total number of pages including cover sheet, attachments, and documents: 2

TRADEMARK

ASSIGNMENT

WHEREAS, BETTER WAY FOODS, INC., a corporation of California, having its principal place of business at 1620 Monrovia Avenue, Newport Beach, California 92663, has adopted, used and is using the mark BRANATURAL and Design which is registered in the United States Patent and Trademark Office under Registration No. 1,199,745, issued June 29, 1982; and

WHEREAS, INTERSTATE BRANDS CORPORATION, a corporation of Delaware, having its principal place of business at 12 East Armour Boulevard, Kansas City, Missouri 64111, is desirous of acquiring said mark and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said BETTER WAY FOODS, INC. does hereby assign unto the said INTERSTATE BRANDS CORPORATION, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said mark.

IN WITNESS WHEREOF, this instrument has been duly executed on the 7th day of September, 2001, nunc pro tunc as of March 2, 1994 to be effective from said latter date.

BETTER WAY FOODS, INC.

By 
Name: Egon Reich
Title: Chairman of the Board