Form **PTO-1594** (Rev. 10/02)

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

OMB No. 0651-0027 (exp. 6/30/2005) 102365909 Tab settings ⇒ ⇒ ⇒ To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof. 2. Name and address of receiving party(ies) 1. Name of conveying party(ies): 2-10-03 Name: Denali Co., LLC Denali Flavors, Inc. Internal Address: Individual(s) Association Street Address: 4666 Leighton Lakes Drive General Partnership Limited Partnership Citv: Wayland State: MI Zip: 49348 Corporation-State Michigan Other _____ Individual(s) citizenship_ Association Additional name(s) of conveying party(ies) attached? Yes V No General Partnership 3. Nature of conveyance: Limited Partnership Assignment Merger Corporation-State Michigan Security Agreement Change of Name If assignee is not domiciled in the United States, a domestic Other___ representative designation is attached: Yes No (Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes V No Execution Date: 1/23/03 4. Application number(s) or registration number(s): 76/188,146; A. Trademark Application No.(s) B. Trademark Registration No.(s) 75/917,649; 76/326,480; 76/326,479; 76/326, 478; 76/354, 219 Additional number(s) attached Yes 🗸 No 5. Name and address of party to whom correspondence 6. Total number of applications and concerning document should be mailed: registrations involved: Name: Mary C. Bonnema 7. Total fee (37 CFR 3.41).....\$_165.00 Internal Address: McGarry Bair PC Enclosed Authorized to be charged to deposit account Street Address:__ 171 Monroe Ave., NW, Ste. 600 8. Deposit account number: 50-2003 City: Grand Rapids State: MI DO NOT USE THIS SPACE 9. Signature. February 5, 2003 Mary C. Bonnema Name of Person Signing Date

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

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TRADEMARK
REEL: 002672 FRAME: 0127

TRADEMARK ASSIGNMENT

WHEREAS, Denali Flavors, Inc., a Michigan corporation, having its principal place of business at 4666 Leighton Lakes Drive, Wayland, Michigan 49348, U.S.A. is the record owner of the entire right, title and interest in and to the trademark applications/registrations identified on the attached Schedule A (the "Trademarks"); and

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademarks by virtue of their use in commerce, to Denali Co., LLC, a Michigan corporation, having its principal place of business at 4666 Leighton Lakes Drive, Wayland, Michigan 49348, U.S.A. ("Assignee"); and

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, in view of the premises herein and in consideration of the sum of One Dollar (\$1.00) and other valuable and legally sufficient consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

Assignor hereby consents that a copy of this ASSIGNMENT shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document that may be required in any particular country for any purpose and more particularly in proof of the right of Assignee to claim the aforesaid benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended.

IN TESTIMONY WHEREOF, an officer of the said Assignor has hereunto set his hand on the date indicated below.

Denali Flavors, Inc.

Dated: Gerald W. Trancik Vice President Assignor STATE OF COUNTY OF Enually, 2003, personally appeared before me the above-named Gerald W. day of Trancik, to me known and known to me to be the person described in and who executed the foregoing instrument on behalf of Denali Flavors, Inc. and acknowledged the same to be his free act and deed in and for the purposes set forth in said instrument. Notary Public My commission expires: Wallace M. Blume CEO Denali Co., LLC Assignee STATE OF COUNTY OF Kanualy, 2003, personally appeared before me the above-named Wallace M. day of On this Blume, to me known and known to me to be the person described in and who executed the foregoing instrument on behalf of Denali Co., LLC and acknowledged the same to be his free act and deed in and for the purposes set forth in said instrument. **Notary Public** My commission expires: G0083962.DOC

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SCHEDULE A - UNITED STATES

Trademark	Serial No.	Filing Date
DENALI	76/188,146	12/29/2000
WILD THING!	75/917,649	02/12/2000
BEAR FOOT	76/326,480	10/17/2001
BEAR FOOT and Design	76/326,479	10/17/2001
WHITE THUNDER and Design	76/326,478	10/17/2001
BEAR CLAW and Design	76/354,219	01/02/2002

RECORDED: 02/10/2003

TRADEMARK REEL: 002672 FRAME: 0129