

05-21-2003



Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

102453317

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
King B, Inc.

5-13-23

- Individual(s)
- General Partnership
- Corporation-State - Idaho
- 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: 4/8/2003

2. Name and address of receiving party(ies)

Name: Link Snacks, Inc.

Internal Address: One Snack Food Lane

Street Address: P.O. Box 397

City: Minong State: WI Zip: 54859

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Wisconsin
- 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.(s) _____

B. Trademark Registration No.(s) See Schedule A

Additional number(s) attached Yes No

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

Name: Ariana G. Voigt

Internal Address: McDermott, Will & Emery

Street Address: 227 West Monroe Street

Suite 4400

City: Chicago State: IL Zip: 60606-5096

6. Total number of applications and registrations involved: _____

11

7. Total fee (37 CFR 3.41).....\$ 290.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

13-0206

DO NOT USE THIS SPACE

9. Signature.

Ariana G. Voigt
Name of Person Signing

Ariana G. Voigt
Signature

5/13/03
Date

Total number of pages including cover sheet, attachments, and document: 9/10

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

TRADEMARK
REEL: 002736 FRAME: 0594

Schedule A
LINK SNACKS, INC.

| Trademark | Registration No. | Registration Date |
|---|------------------|-------------------|
| BRONC BUSTER | 1,805,463 | Nov. 16, 1993 |
| GENUINE KING B (AND DESIGN) | 1,741,513 | Dec. 22, 1992 |
| GENUINE KING B NATURALLY SMOKED (AND DESIGN) | 1,763,061 | Apr. 6, 1993 |
| HIGH SIERRA | 1,887,322 | Apr. 4, 1995 |
| HIGH SIERRA | 1,471,524 | Jan. 5, 1988 |
| HIGH SIERRA THE TASTE OF ADVENTURE (AND DESIGN) | 1,750,284 | Feb. 2, 1993 |
| JERKY STUFF | 1,188,825 | Feb. 2, 1982 |
| KING. B (AND DESIGN) | 1,346,523 | Jul. 2, 1985 |
| LONG TALL SALLYS | 1,533,465 | Apr. 4, 1989 |
| MEGA JERK | 2,202,656 | Nov. 18, 1998 |
| THE REAL STUFF | 2,184,158 | Aug. 25, 1998 |

TRADEMARK ASSIGNMENT

WHEREAS, King B, Inc. (the "Seller"), a corporation organized and existing under the laws of the State of Idaho, has adopted and used and is the sole and exclusive owner of the trademarks and of the applications and registrations therefor listed in Schedule I attached hereto and incorporated herein, (all hereinafter collectively referred to as the "Trademarks"), and of all of the goodwill of the business appurtenant thereto;

WHEREAS, Link Snacks, Inc. (the "Buyer"), a corporation organized and existing under the laws of the State of Wisconsin, is acquiring the Trademarks from Seller pursuant to the terms set forth in that Agreement for Purchase and Sale of Assets (the "Agreement"), to which Seller and Buyer are parties; and

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the amounts set forth in the Agreement, and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which is hereby acknowledged, the Seller has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the Buyer, the entire right, title and interest in and to the Trademarks, and in and to all of the goodwill of the business appurtenant thereto, together with all claims for damages by reason of infringement of same, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

AND, the Seller hereby warrants and covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

AND, Seller agrees to execute any instruments and to perform any acts which may be necessary to fully effectuate and record this Assignment.

*

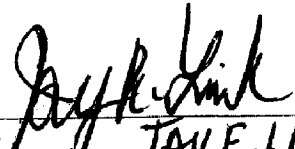
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*

IN TESTIMONY WHEREOF, the Seller has caused this Assignment to be executed by its duly authorized representative effective this 8th day of April, 2003.

LINK SNACKS, INC.

KING B, INC.

By: 
Name: JAY E. LINK
Title: Chief Operating Officer

By: _____
Name: _____
Title: _____

SIGNATURE PAGE TO THE TRADEMARK ASSIGNMENT BY AND BETWEEN
LINK SNACKS, INC. AND KING B, INC.

TRADEMARK
REEL: 002736 FRAME: 0597

IN TESTIMONY WHEREOF, the Seller has caused this Assignment to be executed by its duly authorized representative effective this 8th day of April, 2003.

LINK SNACKS, INC.

KING B, INC.

By: _____
Name: _____
Title: _____

By: Eric Kunz
Name: Eric Kunz
Title: President

INTERNATIONAL MAIL PERMIT NO. 13
Postage and fees guaranteed that this correspondence is being sent by the United States Postal Service as first class mail. This envelope addressed to: Assistant Attorney General for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 on:
POSTAGE DEPOSIT: _____
SIGNATURE: _____
NAME OF SIGNATURE: _____

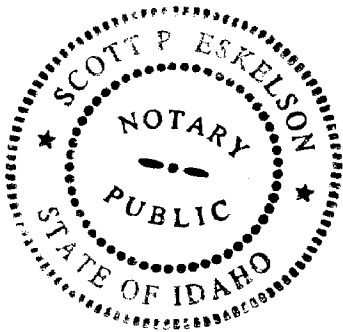
**SIGNATURE PAGE TO THE TRADEMARK ASSIGNMENT BY AND BETWEEN
LINK SNACKS, INC. AND KING B, INC.**

CERTIFICATE OF ACKNOWLEDGEMENT

STATE OF Idaho)
COUNTY OF Bonneville)SS.

I, Scott P. Eskelson, a Notary Public in and for the County and State aforesaid, do hereby certify that Eric Kunz, personally known to me to be the same person(s) whose name(s) is (are) subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the said instrument as a free act and deed on behalf of the identified corporation, King B, Inc., an Idaho corporation, with authority to do so.

8 IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this day of April, 2003.



Scott P. Eskelson
Notary Public

Commission Expires: 10-25-04

SCHEDULE I TO TRADEMARK ASSIGNMENT

UNITED STATES

| <u>MARK</u> | <u>Reg. No.</u> |
|---|------------------------|
| BRONC BUSTER | 1805463 |
| HIGH SIERRA | 1471524 |
| HIGH SIERRA | 1887322 |
| JERKY STUFF | 1188825 |
| GENUINE KING B NATURALLY SMOKED (and Design) | 1763061 |
| LONG TALL SALLYS | 1533465 |
| MEGA JERK | 2202656 |
| THE REAL STUFF | 2184158 |
| KING B W/ CROWN Design | 1346523 |
| GENUINE KING B (and Design) | 1741513 |
| HIGH SIERRA THE TASTE OF ADVENTURE (and Design) | 1750284 |

CANADA

| <u>MARK</u> | <u>Reg. No.</u> |
|--------------------|------------------------|
| KING B | 309661 |