

08-15-2003

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

102525635

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

1. Name of conveying party(ies): BDH Two, Inc. Individual(s) Association General Partnership Limited Partnership Corporation-State Other

2. Name and address of receiving party(ies) Name: Jays Foods, L.L.C. Internal Address: Street Address: 825 E. 99th Street City: Chicago State: IL Zip: 60628 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: August 29, 1994

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) 1,482,531; 1,433,103; 1,482,529; 1,465,704; 1,553,872

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Mary E. Dicig Internal Address: Schwartz, Cooper, Greenberger & Krauss, Chtd. Street Address: 180 N. LaSalle Street Suite 2700 City: Chicago State: IL Zip: 60601

6. Total number of applications and registrations involved: 5 7. Total fee (37 CFR 3.41): \$ 140.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 502803 (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. Mary E. Dicig Name of Person Signing Signature August 14, 2003 Date

Total number of pages including cover sheet, attachments, and document: 4

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

08/15/2003 LMUELLER 00000243 502803 1482531

01 FC:8521 40.00 DA 02 FC:8522 100.00 DA

TRADEMARK REEL: 002801 FRAME: 0876

ASSIGNMENT OF TRADEMARKS

WHEREAS, BDH Two, Inc., ("BDH"), a Delaware corporation having its principal place of business in Wilmington, Delaware, is the owner of the trademarks listed on the attached Schedule A ("Trademarks"), and owns registrations for said Trademarks in the United States Patent and Trademark Office as set forth on such Schedule A;

WHEREAS, JAYS FOODS, L.L.C. a Delaware limited liability company having its principal office at 825 E. 99th Street, Chicago, Illinois 60628 ("Buyer"), is desirous of acquiring the Trademarks, the good will associated with the Trademarks and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, BDH does hereby assign to Buyer all right, title and interest in and to the Trademarks, together with the goodwill of the business as symbolized by the Trademarks and the registrations therefor listed on Schedule A hereto.

IN WITNESS WHEREOF, BDH has caused this ASSIGNMENT to be executed by its duly authorized officer as of the 29th day of August, 1994.

BDH TWO, INC.

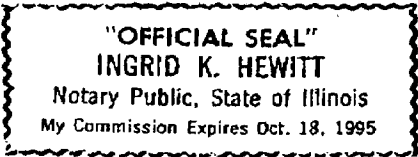
By: Ronald P. Moran  
Ronald P. Moran  
Attorney-in-Fact for  
Ronald C. Kesselman,  
President, Jays Foods, Inc.

STATE OF ILLINOIS )

COUNTY OF COOK )

On the 29th day of August, 1994, before me appeared Ronald P. Moran the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of BDH Two, Inc.

Ingrid K. Hewitt  
Notary Public



Schedule AFederal Trademark Registrations

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>CLASS &amp; GOODS</u>	<u>STATUS</u>
A PIP OF A CHIP	688,809	11/24/1959	29 potato chips	Renewed
ALFREDO	1,582,075	02/06/1990	29 potato chips	Registered
ARTIE'S	659,106	03/04/1958	29 potato chips	Renewed
BEAR LOGO (GEISER'S)	1,482,531	03/29/1988	29 potato chips	Registered
BIG "A"	1,075,607	10/18/1977	29 potato chips	Registered
BIG "J"	962,174	06/26/1973	29 potato chips	Registered
BIG SHOT	1,659,028	10/01/1991	30 Salty snacks, such as potato chips chips, tortilla chips	Registered
CAN'T STOP EATING 'EM	750,245	05/28/1963	29 potato chips	Renewed
CHEEZELETS	834,842	09/05/1967	29 cheese flavored extruded fried corn snack for preparation	Renewed
CORN POPS & DESIGN	910,443	03/23/1971	30 extruded corn product in the nature of and similar to popcorn chips, popcorn, etc.	Registered
CRANE			29 potato chips	Pending
CRISPY RIDGE	1,473,366	01/19/1988	29 potato chips	Registered
DESIGN OF A CRANE	1,433,103	03/17/1987	29 potato chips	Registered
GEISER'S	1,482,529	03/29/1988	29 potato chips	Registered
GEISER'S & BEAR DESIGN	1,482,530	03/29/1988	29 potato chips	Registered
HOT STUFF			30 corn chips, corn puffs and popped popcorn	Pending
HOTSTUFF	1,191,780	03/09/1982	29 potato chips	Registered
KRISPY KRUNCH	1,177,497	11/10/1981	29 potato chips	Registered
KRUNCHERS! NO MORE WIMPY CHIPS!	1,465,704	11/17/1987	29 potato chips	Registered
KRUNCHERS!	1,553,872	08/29/1989	29 potato chips	Registered
NEAT'OS	1,043,660	07/13/1976	29 corn chips	Registered
PERFECT	1,150,567	04/07/1981	30 potato chips and corn chips	Registered
JAYS	711,947	02/28/1961	29 potato chips, popped and unpopped popcorn, cheese and caramel flavored popcorn, cheese flavored fried extruded corn meal snack product	Renewed
JAYS & DESIGN	711,948	02/28/1961	29 potato chips, popped and unpopped popcorn, cheese and caramel flavored popcorn, cheese flavored fired extruded corn meal snack product	Renewed