

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/28/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Select Brands, Inc.		05/23/2005	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Select Brands LLC
Street Address:	8239 S. Wabash
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60619
Entity Type:	Limited liability company: ILLINOIS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2247855	MUMBO

CORRESPONDENCE DATA

Fax Number: (312)474-0448
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-474-6300
 Email: mgraham@marshallip.com
 Correspondent Name: Michael R. Graham
 Address Line 1: 233 South Wacker Drive
 Address Line 2: 6300 Sears Tower
 Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	05/24/2005

CH \$40.00 2247855

Total Attachments: 1
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, entered into by the parties hereto, is effective nunc pro tunc as of June 28, 2004.

WHEREAS, SELECT BRANDS, INC., a corporation organized and existing under the laws of the state of Illinois, with a principal place of business at 8239 S. Wabash, Chicago, Illinois 60619 (hereinafter "Assignor"), is, as of the effective date of this Agreement, the owner of the trademark MUMBO in the United States and elsewhere in connection with barbecue sauce (hereinafter "the Trademark"), as well as the registration thereof in the United States Patent and Trademark Office, Registration No. 2,247,855, granted May 25, 1999; and

WHEREAS, SELECT BRANDS LLC, a limited liability company incorporated under the laws of the state of Illinois, with a principal place of business at 8239 S. Wabash, Chicago, Illinois 60619 (hereinafter "Assignee") was created to and has assumed the business of Assignor and wishes to acquire the rights in the Trademark in the United States and the aforesaid registration thereof in the U.S. Patent and Trademark Office.

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does assign unto Assignee all of its right, title and interest in and to the Trademark and the registration thereof in the U.S. Patent and Trademark Office, Registration No. 2,247,855, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, and the right to register and maintain the registration of the Trademark in the United States and elsewhere.

SELECT BRANDS, INC.

By: *Allison E. Collins*
Name: Allison E. Collins
Title: President

Dated: *May 23rd, 2005*