

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Premium Brands Inc.		07/27/2005	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Premium Brands Operating Limited Partnership
Street Address:	7720 Alderbridge Way
City:	Richmond, British Columbia
State/Country:	CANADA
Postal Code:	V6X 2A2
Entity Type:	LIMITED PARTNERSHIP: CANADA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2376363	ALEXANDER'S
Serial Number:	75923753	GOODLIFE
Registration Number:	2770440	GRIMM'S
Registration Number:	2823639	GRIMM'S YOUR ASSURANCE OF QUALITY FINE FOODS
Registration Number:	2508760	GRIMM'S YOUR ASSURANCE OF QUALITY FINEST SAUSAGE
Serial Number:	75178990	HIGH HEALTH
Registration Number:	2980960	HIGH ROLLERS
Serial Number:	76548219	MCSWEENEY'S GOOD AS GOLD
Serial Number:	78373447	SO ALIVE
Serial Number:	78355275	VERITE
Serial Number:	78366567	VERITE

CORRESPONDENCE DATA

Fax Number: (415)369-8737

900037153

**TRADEMARK
 REEL: 003203 FRAME: 0671**

CH \$290.00 2376363

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 415 369 7368
Email: trademark@thelenreid.com
Correspondent Name: Marlene J. Williams
Address Line 1: P.O. Box 190187
Address Line 4: San Francisco, CALIFORNIA 94119-0187

ATTORNEY DOCKET NUMBER:	894610-3 TRADEMARKS
-------------------------	---------------------

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Marlene J. Williams
--------------------	---------------------

Signature:	/marlene j. williams/
------------	-----------------------

Date:	12/01/2005
-------	------------

Total Attachments: 2
source=Premium_Brands_Assignmen#page1.tif
source=Premium_Brands_Assignmen#page2.tif


ASSIGNMENT

WHEREAS, Premium Brands Inc., of 7720 Alderbridge Way, Richmond, British Columbia, Canada, V6X 2A2, wishes to assign and transfer to Premium Brands Operating Limited Partnership, of 7720 Alderbridge Way, Richmond, British Columbia, Canada, V6X 2A2, any rights that it may have acquired in the trade-marks identified in Schedule "A" attached hereto.

NOW, THEREFORE, in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Premium Brands Inc. does hereby sell, assign, transfer and quit claim to Premium Brands Operating Limited Partnership all the right, title and interest of the said Premium Brands Inc., in and to the said trademarks together with the goodwill of the business connected with the use of and symbolized by the aforesaid marks, and in and to all applications for registration and all registrations of such trade marks, including the registrations and applications identified in Schedule "A" attached hereto, as fully and entirely as the same would have been held and enjoyed by Premium Brands Inc., had this sale, assignment, transfer and quit claim not been made.

DATED at Richmond,
British Columbia, this 27th day
of July, 2005.

PREMIUM BRANDS INC.

BY: 
Name: Will K. Lohr
Title: CEO

1332298

SCHEDULE "A"

Trade-mark	Application/Registration No.
ALEXANDER'S Design	2,376,363
GOODLIFE	75/923,753
GRIMM'S	2,770,440
GRIMM'S & Design	2,823,639
GRIMM'S & Design	2,508,760
HIGH HEALTH	75/178,990
HIGH ROLLERS	2,980,960
MCSWEENEY'S GOOD AS GOLD & Design	76/548,219
SO ALIVE	78/373,447
VERITE	78/355,275
VERITE Design	78/366,567