

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
Crispers, L.L.C.		08/28/2006	Limited Liability Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Publix Asset Management Company		
Street Address:	3300 Publix Corporate Parkway		
City:	Lakeland		
State/Country:	FLORIDA		
Postal Code:	33811		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2857718	CRISPERS	
CORRESPONDENCE DATA			
Fax Number:	(813)984-3070		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	813-984-3067		
Email:	klee@tlolawfirm.com		
Correspondent Name:	Karen Lee		
Address Line 1:	P.O. Box 2602		
Address Line 4:	Tampa, FLORIDA 33601-2602		
ATTORNEY DOCKET NUMBER:	60015-10		
NAME OF SUBMITTER:	Karen Lee		
Signature:	/karen lee/		
Date:	10/19/2006		

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TRADEMARK
REEL: 003411 FRAME: 0754

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Agreement") is effective August 28, 2006 (the "Effective Date") by and between Crispers, L.L.C., a Florida corporation with offices at 109 N. Kentucky Ave., Suite 2, Lakeland, Florida 33801 ("Assignor") and Publix Asset Management Company, a Florida corporation with offices at 3300 Publix Corporate Parkway, Lakeland, Florida 33811 ("Assignee"). Assignor and Assignee (collectively the "Parties") agree as follows:

1. Assignor owns without encumbrance the mark CRISPERS and United States trademark registration number 2,857,718 for that mark. Assignee desires to acquire the Mark and its registration.

2. For good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor assigns to Assignee all right, title, and interest in and to the Marks, their registrations, and all rights therein, together with the goodwill of the business connected with the use of and symbolized by the Marks.

3. Assignor will, without demanding any further consideration therefor, at the request, but at the costs of, Assignee, perform all lawful and just acts that may be necessary for carrying out this assignment in full, including the execution and acknowledgement of instruments that may be or may become necessary for sustaining, reissuing or disclaiming the trademark registrations or applications.

4. This Agreement will be binding upon and inure to the benefit of the Parties and their affiliates, subsidiaries, related companies, successors and assigns and all others acting by, through, or with them or under their direction or in privity with them.

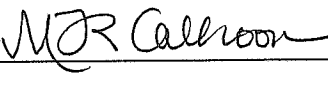
5. This Agreement will be governed by the laws of the State of Florida.

6. This Agreement may be executed in duplicate. Each duplicate will be deemed an original, but both of which together shall constitute one and the same instrument.

PUBLIX ASSET MANAGEMENT COMPANY

CRISPERS, L.L.C.

By: 

By: 

Print Name: MARK R. IRBY

Print Name: M. R. CALHOON

Title: PRESIDENT

Title: CEO / PRESIDENT

Date: 9/11/06

Date: 8.28.06

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