

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/23/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Eskimo Inc.		01/23/2007	CORPORATION: VIRGINIA

RECEIVING PARTY DATA

Name:	Eskimo Pie Corporation
Street Address:	530 East Main Street
City:	Richmond
State/Country:	VIRGINIA
Postal Code:	23219
Entity Type:	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2416482	RIGHT CHOICE

CORRESPONDENCE DATA

Fax Number: (212)425-5288
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-425-7200
 Email: tmdocketny@kenyon.com
 Correspondent Name: Joseph F. Nicholson, Esq.
 Address Line 1: One Broadway
 Address Line 4: New York, NEW YORK 10004

ATTORNEY DOCKET NUMBER:	71421/999
NAME OF SUBMITTER:	Joseph F. Nicholson, Esq.
Signature:	/Joseph F. Nicholson/

CH \$40.00 2416482

Date:

02/08/2007

Total Attachments: 3

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Trademark Assignment (United States)

WHEREAS, Eskimo Inc. is a Virginia corporation having a place of business at 901 Moorefield Park Drive, Richmond, Virginia, 23236 (hereinafter "Assignor"); and

WHEREAS, Eskimo Pic Corporation is a Virginia corporation having a place of business at 530 East Main Street, Richmond, Virginia, 23219 ("Assignee"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark(s), trademark registration(s) and trademark application(s) listed in the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademark" or "Trademarks"); and

WHEREAS, Assignor is willing to transfer such right, title and interest in and to the Trademark or Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title and interest in and to the Trademark or Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademark or Trademarks and including, without limitation, all common law rights in and to the Trademark or Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademark or Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment effective as of this 23 day of January 2007.

Eskimo Inc.



Name: Michael Serruya
Title: President and CEO

Schedule A

Application Serial No. / Registration No.	Mark
Reg. No. 2,416,482	RIGHT CHOICE