

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
Esskay Investments, Inc.		02/19/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SF Investments, Inc.		
Street Address:	3411 Silverside Road		
Internal Address:	103 Baynard Building		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19810		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0628792	BRIGGS	
Registration Number:	1547564	MASH'S	
Registration Number:	2838825	SILVER LABEL	
CORRESPONDENCE DATA			
Fax Number:	(215)851-1420		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-851-8100		
Email:	philpdocketing@reedsmith.com		
Correspondent Name:	Louis M. Heidelberger, Esq.		
Address Line 1:	Reed Smith, LLP, P.O. Box 7990		
Address Line 2:	Intellectual Property		
Address Line 4:	Philadelphia, PENNSYLVANIA 19101-7990		
ATTORNEY DOCKET NUMBER:	965160.20010		
NAME OF SUBMITTER:	Carl H. Pierce, Esq.		

OP \$90.00 0628792

Signature:

/Carl H. Pierce, Esq./

Date:

02/20/2007

Total Attachments: 3

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CONFIRMATORY ASSIGNMENT

WHEREAS, Esskay Investments, Inc., a Delaware Corporation, the full post office address of whose principal office or place of business is at 3411 Silverside Road, 103 Baynard Building, Wilmington, Delaware, 19810, United States of America, hereinafter referred to as "ASSIGNOR", has held certain ownership rights in and to certain intellectual property as identified on Exhibit A (hereinafter the "PROPERTIES"), attached hereto;

WHEREAS, ASSIGNOR assigned ownership rights in and to the PROPERTIES to SF Investments, Inc., a Delaware Corporation, the full post office address of whose principal office or place of business is 3411 Silverside Road, 103 Baynard Building, Wilmington, Delaware, 19810, United States of America, (hereinafter "ASSIGNEE");

WHEREAS, the ASSIGNOR wishes to acknowledge the assignment of all ownership rights in and to the PROPERTIES to ASSIGNEE;

WHEREAS, the ASSIGNOR wishes to assign any of said certain ownership rights remaining in and with the ASSIGNOR, in and to said PROPERTIES to ASSIGNEE;

NOW, THEREFORE, in consideration of the sum of One U.S. Dollar, and other good and valuable executed consideration, the full receipt and sufficiency of all of which are hereby acknowledged, and intending to be legally bound hereby, the undersigned ASSIGNOR hereby acknowledges and confirms the assignment, transference, and conveyance to ASSIGNEE of the whole and entire right, title and interest in and to the PROPERTIES, and agrees to sell, assign, transfer and convey, and does hereby sell, assign, transfer and convey, unto ASSIGNEE, any and all, if any, right, title and interest remaining in and with the ASSIGNOR in and to the PROPERTIES; and

TRADEMARK

REEL: 003483 FRAME: 0742

CONFIRMATORY ASSIGNMENT

ASSIGNOR hereby covenants, agrees and will under-take to execute, whenever requested by ASSIGNEE, all trademark applications, trademark registrations, assignments, lawful oaths, and any other papers which ASSIGNEE may deem necessary or desirable for securing to ASSIGNEE, or for maintaining unto ASSIGNEE, all rights hereby confirmed as assigned, assigned, or agreed to be assigned, all without further compensation to the under-signed ASSIGNOR.

ESSKAY INVESTMENTS, INC.

By: Charles Mc Carrick

Title: President

Date: 2/19/07

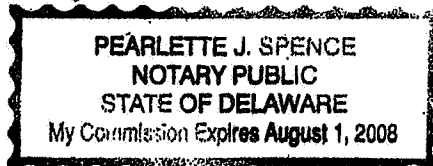
STATE OF Delaware)
) ss.

COUNTY OF New Castle)

BE IT KNOWN, that on this 19 day of February, 2007, before me personally came Charles McCarrick, to me known to be the person mentioned in and who executed the foregoing Assignment, and he acknowledged to me that he executed the same as his free act and deed for the use and purposes therein mentioned.

Pearlette J. Spence

Notary Public



CONFIRMATORY ASSIGNMENT

Exhibit A

BRIGGS & Design UNITED STATES 03462.0006.TMUS00 REGISTERED	01/21/1955	71/680,250	06/12/1956	628,792
MASH'S UNITED STATES 03462.0007.TMUS00 REGISTERED	12/30/1987	73/703,444	07/11/1989	1,547,564
SILVER LABEL UNITED STATES 03462.0004.TMUS01 REGISTERED	06/05/2003	78/258,580	05/04/2004	2,838,825
SILVER LABEL UNITED STATES 18618.0184.TMUS00 EXPIRED	02/11/1969	72/318,925	10/13/1970	900,879
TASTE THE DIFFERENCE Q-WAL-ITY MAKES UNITED STATES 03462.0003.TMUS00 CLOSED	03/17/1965	72/214,379	07/26/1996	811,904