

**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
Cape Cod Potato Chip Company, Inc.		01/18/2007	CORPORATION: MASSACHUSETTS

**RECEIVING PARTY DATA**

Name:	Lance Mfg. LLC
Street Address:	8600 South Boulevard
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28273
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA

**PROPERTY NUMBERS Total: 21**

Property Type	Number	Word Mark
Serial Number:	78303729	BEACH PARTY MIX
Serial Number:	73400162	CAPE COD
Serial Number:	73725161	CAPE COD
Serial Number:	78141534	CAPE COD
Serial Number:	78228480	CAPE COD POTATO CHIPS
Serial Number:	78224460	
Serial Number:	78222582	
Serial Number:	78224468	CAPE COD POTATO CHIPS
Serial Number:	77037825	CAPE COD HOMESTYLE POTATO CHIPS
Serial Number:	78224105	CAPE COD POPCORN
Serial Number:	78221209	
Serial Number:	75418277	DARK RUSSET
Serial Number:	78221205	

OP \$540.00 78303729

Serial Number:	75418276	GOLDEN RUSSET
Serial Number:	78342751	
Serial Number:	78331521	
Serial Number:	78335158	
Serial Number:	77037873	
Serial Number:	78342792	
Serial Number:	78301404	SHAPES OF THE CAPE
Serial Number:	78391479	YOU CAN ALMOST TASTE THE SALT AIR. BUT IT HELPS IF YOU OPEN THE BAG.

**CORRESPONDENCE DATA**

Fax Number: (704)557-8197  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 704-557-8143  
Email: eschuth@lance.com  
Correspondent Name: Edward H. Schuth  
Address Line 1: 8600 South Boulevard  
Address Line 2: Attn: Legal Department  
Address Line 4: Charlotte, NORTH CAROLINA 28273

ATTORNEY DOCKET NUMBER:	CCPC TO LANCE MFG. LLC
NAME OF SUBMITTER:	Edward H. Schuth
Signature:	/Edward H. Schuth/
Date:	02/23/2007

**Total Attachments: 3**  
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**ASSIGNMENT OF TRADEMARKS**

This Assignment of Trademarks (the "Assignment") effective the 29th day of December, 2006, is made by Cape Cod Potato Chip Company, Inc., formerly a Massachusetts corporation (the "Assignor"), having a principal place of business at 100 Breed's Hill Road, Hyannis, Massachusetts 02601 to Lance Mfg. LLC, a North Carolina limited liability company (the "Assignee"), having a principal place of business at 8600 South Boulevard, Charlotte, North Carolina 28273.

Assignor desires to transfer and assign to the Assignee, and the Assignee desires to accept the transfer and assignment of, all of the Assignor's worldwide rights, title and interests in, to and under the Assignor's registered and unregistered domestic and foreign service marks, trademarks, trade dress, service mark applications, trademark applications, trade dress applications and trade names (collectively, the "Marks"), including the service marks, trademarks, trade dress, service mark applications, trademark applications, trade dress applications and trade names listed on Schedule A annexed hereto and incorporated herein by reference.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby transfer and assign to the Assignee all of the Assignor's worldwide rights, title and interests in, to and under the Marks, together with the translations, adaptations, derivations and combinations thereof, including the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, and any and all renewals and extensions thereof that may hereafter be secured, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

**[signatures appear on following page]**

**EXECUTION COPY**

The Assignor has caused its duly authorized officer to execute this Assignment as of the 18<sup>th</sup> day of January, 2007.

**“ASSIGNOR”**

**CAPE COD POTATO CHIP COMPANY, INC.**



Name: Edward H. Schuth  
Title: General Counsel

STATE OF NORTH CAROLINA

COUNTY OF MECKLENBURG

On this 18<sup>th</sup> day of January, 2007, before, Laura C. Hughes personally appeared Edward H. Schuth of Cape Cod Potato Chip Company, Inc., personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Laura C. Hughes  
Notary Public

My Commission Expires: 7/5/2009

## SCHEDULE A

Trademark	Country	Application No.	Registration No.
CAPE COD and Lighthouse Design	Argentina	2,061,795	1,662,104
CAPE COD and Lighthouse Design	Austria	AM 8175/2002	210 251
CAPE COD and Lighthouse Design	Benelux	720562	452591
CAPE COD and Lighthouse Design	Brazil	820076848	820076848
CAPE COD	Canada	580 536	TMA344,045
CAPE COD	Canada	620 046	TMA366,580
CAPE COD and Lighthouse Design	Canada	793 959	TMA482,452
CAPE COD and Lighthouse Design	Chile	364.212	527.076
CAPE COD and Lighthouse Design	China	2000122649	1687159
CAPE COD and Lighthouse Design	China	2000122650	1666774
CAPE COD and Lighthouse Design	Denmark	8318/1988	VR 1991 02050
CAPE COD	CTM	004442141	004442141
CAPE COD and Lighthouse Design	CTM	931,667	931,667
DARK RUSSET	CTM	004442273	004442273
ROBUST RUSSET	CTM	004442331	004442331
CAPE COD and Lighthouse Design	Finland	1681/92	128077
CAPE COD and Lighthouse Design	France	962414	1663908
CAPE COD and Lighthouse Design	Germany	E 28055/29	1184562
CAPE COD and Lighthouse Design	Greece	91,563	91,563
CAPE COD and Lighthouse Design	Ireland	5390/88	B134896
CAPE COD and Lighthouse Design	Ireland	5389/88	B134895
CAPE COD and Lighthouse Design	Italy	RM2002C007008	Pending
CAPE COD and Lighthouse Design	Japan	10821/1997	4235076
CAPE COD and Lighthouse Design	Norway	885413	141481
CAPE COD	Panama	085198	085198
CAPE COD and Lighthouse Design	Panama	085199	085199
CAPE COD and Lighthouse Design	Portugal	252924	252924
CAPE COD and Lighthouse Design	Portugal	252923	252923
CAPE COD and Lighthouse Design	Puerto Rico	41,670	41,670
CAPE COD and Lighthouse Design	Spain	1286642	1286642
CAPE COD and Lighthouse Design	Spain	1286641	1286641
CAPE COD and Lighthouse Design	Sweden	02-2960	Pending
CAPE COD and Lighthouse Design	United Kingdom	B1365035	B1365035
BEACH PARTY MIX	United States	78/303,729	Pending
CAPE COD	United States	73/400,162	1,372,832
CAPE COD	United States	73/725,161	1,515,663
CAPE COD and Design	United States	78/141,534	2,913,798
CAPE COD and Design	United States	78/228,480	2,912,724
MISCELLANEOUS DESIGN (Main logo)	United States	78/224,460	2,888,953
MISCELLANEOUS DESIGN	United States	78/222,582	2,888,949
CAPE COD and Design	United States	78/224,468	2,888,954
CAPE COD HOMESTYLE POTATO CHIPS	United States	77/037,825	Pending
CAPE COD POPCORN and Design	United States	78/224,105	2,888,952
MISCELLANEOUS DESIGN (Dark Russet)	United States	78/221,209	2,943,598
DARK RUSSET and Design	United States	75/418,277	2,239,980
MISCELLANEOUS DESIGN (Firecracker Barbecue)	United States	78/221,205	Pending
GOLDEN RUSSET and Design	United States	75/418,276	2,235,535
MISCELLANEOUS DESIGN (Gull with chip)	United States	78/342,751	2,911,214
MISCELLANEOUS DESIGN (Gull with cracker)	United States	78/331,521	2,979,588
MISCELLANEOUS DESIGN (Jalapeno and Aged Cheddar)	United States	78/335,158	2,979,633
MISCELLANEOUS DESIGN (Lighthouse Pretzel)	United States	77/037,873	Pending
MISCELLANEOUS DESIGN (Sea Salt & Cracked Pepper)	United States	78/342,792	2,911,215
SHAPES OF THE CAPE	United States	78/301,404	Pending
YOU CAN ALMOST TASTE THE SALT AIR, BUT IT HELPS IF YOU OPEN THE BAG	United States	78/391,479	3,015,070
CAPE COD	Venezuela	1997-16602	P-20764
CAPE COD POTATO CHIPS and Design	Massachusetts (Commonwealth of)	30,458	30,458

**TRADEMARK**

**RECORDED: 02/23/2007**

**REEL: 003487 FRAME: 0495**