

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
Princeton Vanguard, LLC		07/01/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Princeton Vanguard, LLC		
Street Address:	2711 Centerville Road		
Internal Address:	Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78963000	CIABATTA CRISPS	
Registration Number:	2980303	PRETZEL CRISPS	
Registration Number:	3128716	THE SNACK FACTORY	
CORRESPONDENCE DATA			
Fax Number:	(215)458-3439		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(215) 568-3100		
Email:	trademarks@woodcock.com		
Correspondent Name:	Denise I. Mroz, Woodcock Washburn LLP		
Address Line 1:	2929 Arch Street		
Address Line 2:	Cira Centre, 12th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2891		
ATTORNEY DOCKET NUMBER:	SNAC-0008		

CH \$90.00 78963000

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TRADEMARK
REEL: 003537 FRAME: 0759

NAME OF SUBMITTER:	Denise I. Mroz
Signature:	/Denise I. Mroz/
Date:	05/07/2007
Total Attachments: 2 source=Trademark Assignment for PRVA#page1.tif source=Trademark Assignment for PRVA#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, The Snack Factory, a company having a principal place of business located at 5176 Province Line Road, Princeton, NJ 08540 ("Assignor"), has adopted, owns and is using the marks as set forth in the attached Appendix A;

WHEREAS, Princeton Vanguard, LLC, a limited liability company of the State of Delaware having its principal place of business at 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 (Assignee), is desirous of acquiring said Marks as set forth on the attached Appendix A and all common law rights to the marks;

NOW THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee the entire right, title, and interest in and to the Marks as set forth on the attached Appendix A, together with the goodwill of the business symbolized by the Marks, and the registrations thereof, including common law rights.

By: Warren J. Wilson
Warren J. Wilson
The Snack Factory
Title: President

Date: 7/1/06

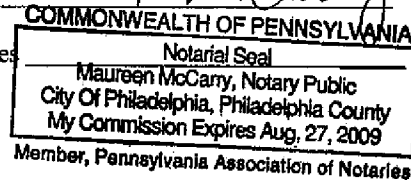
Notary Witness:

STATE OF Pennsylvania)
COUNTY OF Philadelphia) SS:

On this 1st day of July, 2006, before me personally appeared Warren J. Wilson, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he executed the same for the uses and purposes therein set forth.

S E A L

Notary Public Maureen McCann
My commission expires



TRADEMARK APPENDIX A

COUNTRY	TRADEMARK	APP NO	REG NO	STATUS
US	THE SNACK FACTORY	74/524,181	2,081,866	REGISTERED
US	THE SNACK FACTORY	78/458,584	3,128,716	REGISTERED
US	PRETZEL CRISPS	78/405,596	2,980,303	REGISTERED
AU	PRETZEL CRISPS	1026046	1026046	REGISTERED
CA	PRETZEL CRISPS	1234149		PENDING
GB	THE SNACK FACTORY	2406006	2406006	REGISTERED
US	CIABATTA CRISPS	78/963,000		PENDING