

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
Integrated Brands, Inc.		04/25/2007	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	J&J Snack Foods Corp.		
Street Address:	6000 Central Highway		
City:	Pennsauken		
State/Country:	NEW JERSEY		
Postal Code:	08109		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1934602		
Registration Number:	1949942		
Registration Number:	1934600		
Registration Number:	1209937	FRUIT-A-FREEZE	
Registration Number:	1289268	FRUIT-A-FREEZE	
CORRESPONDENCE DATA			
Fax Number:	(561)659-6313		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	561-653-5000		
Email:	tina.lynch@akerman.com		
Correspondent Name:	J. Rodman Steele, Jr.		
Address Line 1:	222 Lakeview Avenue; Fourth Floor		
Address Line 4:	West Palm Beach, FLORIDA 33401-6183		
ATTORNEY DOCKET NUMBER:	207-1159 ET AL.		

CH \$140.00 1934602

NAME OF SUBMITTER:	J. Rodman Steele, Jr.
Signature:	/J. Rodman Steele, Jr./
Date:	08/15/2007
Total Attachments: 3 source=Int to J J#page1.tif source=Int to J J#page2.tif source=Int to J J#page3.tif	

U.S. TRADEMARK ASSIGNMENT
TO J&J SNACK FOODS CORP.

This Assignment is made and entered into by and between Integrated Brands, Inc., a New Jersey Corporation ("Assignor"), and J&J Snack Foods Corp., a New Jersey Corporation ("Assignee"). The Assignment is effective as of the date signed below by all parties (the "Effective Date").

WHEREAS, pursuant to a certain asset purchase agreement between Coolbrands Manufacturing Inc. and J&J Snack Foods Corp. of California dated as of the 30th day of March, 2007, certain intellectual property assets, including but not limited to, the trademarks, and the applications and registrations therefore, identified on Attachment A hereto and in connection with the operation of its business (hereinafter referred to as the "Trademarks") are to be transferred from the Assignor to the Assignee; and

WHEREAS, Assignor has adopted and used in its business the Trademarks and has filed the applications and obtained the registrations therefor identified on Attachment A; and

WHEREAS, Assignee desires, and Assignor has agreed to assign to Assignee, its entire worldwide right, title and interest in, to and under the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks;





NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee its entire worldwide right, title, and interest in, to and under the Trademarks, and the applications and registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademarks and all rights and causes of action to recover past, present or future damages, royalties, fees, profits or other relief, including but not limited to, equitable and injunctive relief ensuing from infringement of the Trademarks.

FURTHER, Assignor agrees to execute and provide promptly after its execution hereof, such further instruments, documents or assignments as may be necessary to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee its rights in, to and under the Trademarks and any other general intangible and intellectual property used or developed in connection with its business.

[SIGNATURE PAGE TO FOLLOW]

ATTACHMENT A

TRADEMARK REGISTRATIONS

TRADEMARK	APPLICATION NO.
	1,934,602
	1,949,942
	1,934,600
FRUIT-A-FREEZE	1,209,937
	1,289,268