

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
Ubiquity Brands, LLC		08/21/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Lincoln Snacks Company
Street Address:	10 South Wacker Drive
Internal Address:	Suite 3450
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60606
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77030759	A CLUSTER ABOVE THE REST
Serial Number:	77015046	BELGIAN LOVE AFFAIR
Serial Number:	77030048	DECADENCE YOU DESERVE
Serial Number:	78930073	INDULGENCE BY POPPYCOCK
Serial Number:	78931313	NIGHTS IN WHITE CHOCOLATE
Serial Number:	77015005	SIMPLY DIVA
Serial Number:	77030892	THE FUN, SWEET, SALTY SNACK FOR THE WHOLE FAMILY!
Serial Number:	77015030	TOAST OF THE TOWN

CORRESPONDENCE DATA

Fax Number: (312)460-7000
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: klynch@seyfarth.com
 Correspondent Name: Seyfarth Shaw LLP

CH \$215.00 77030759

Address Line 1: 131 South Dearborn Street
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Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	37539-000029
NAME OF SUBMITTER:	Kelley A. Lynch
Signature:	/kelley a. lynch/
Date:	08/22/2007

Total Attachments: 2
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ASSIGNMENT

WHEREAS, Ubiquity Brands, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with its principal place of business at 10 South Wacker Drive Suite 3450, Chicago, Illinois 60606 ("Assignor") owns the trademarks listed in Schedule A to this Assignment attached hereto (hereinafter "the Marks") free from any encumbrance or third-party interest;

AND WHEREAS, Lincoln Snacks Company, a corporation organized and existing under the laws of the State of Delaware, with its principal place of business located at 10 South Wacker Drive, Suite 3450, Chicago, Illinois 60606 ("Assignee") is a successor to the portion of Assignor's business to which the Marks pertain, possesses the ability to use the Marks and desires to acquire the right, title and interest in the Marks thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Marks identified in Schedule A attached hereto, and all of the goodwill associated therewith.

Date:

August 21, 2007

UBIQUITY BRANDS, LLC

By:

Name:

Kristine Malkoski
KRISTINE MALKOSKI

Title:

EVP, CMO

SCHEDULE A

UBIQUITY BRANDS, LLC TRADEMARKS

Mark	Serial No.	FileDate	Status	CountryName	Class	Owner
A CLUSTER ABOVE THE REST	1172851	24-Apr-2007	Pending	Australia	30	Ubiquity Brands, LLC
DECADENCE YOU DESERVE	1172854	24-Apr-2007	Pending	Australia	30	Ubiquity Brands, LLC
A CLUSTER ABOVE THE REST	1344688	24-Apr-2007	Pending	Canada	30	Ubiquity Brands, LLC
DECADENCE YOU DESERVE	1344473	23-Apr-2007	Pending	Canada	30	Ubiquity Brands, LLC
A CLUSTER ABOVE THE REST	5855201	24-Apr-2007	Pending	European Community	30	Ubiquity Brands, LLC
DECADENCE YOU DESERVE	5855234	24-Apr-2007	Pending	European Community	30	Ubiquity Brands, LLC
A CLUSTER ABOVE THE REST	77/030759	27-Oct-2006	Published	United States of America	30	Ubiquity Brands, LLC
BELGIAN LOVE AFFAIR	77/015046	5-Oct-2006	Published	United States of America	30	Ubiquity Brands, LLC
DECADENCE YOU DESERVE	77/030048	26-Oct-2006	Published	United States of America	30	Ubiquity Brands, LLC
INDULGENCE BY POPPYCOCK	78/930073	14-Jul-2006	Published	United States of America	30	Ubiquity Brands, LLC
NIGHTS IN WHITE CHOCOLATE	78/931313	17-Jul-2006	Published	United States of America	29	Ubiquity Brands, LLC
SIMPLY DIVA	77/015005	5-Oct-2006	Published	United States of America	30	Ubiquity Brands, LLC
THE FUN, SWEET, SALTY SNACK FOR THE WHOLE FAMILY!	77/030892	27-Oct-2006	Published	United States of America	30	Ubiquity Brands, LLC
TOAST OF THE TOWN	77/015030	5-Oct-2006	Published	United States of America	30	Ubiquity Brands, LLC