

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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		10/08/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Jays Foods, Inc.
Street Address:	825 East 99th Street
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60628
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	78974435	FRESH TASTE NEVER SOUNDED SO GREAT!
Serial Number:	78930743	THAT'S WHAT IT'S ALL ABOUT
Serial Number:	77291190	THAT'S WHAT IT'S ALL ABOUT
Serial Number:	77165295	FRESH TASTE NEVER SOUNDED SO GREAT!
Serial Number:	77225509	CRUNCHIPS
Serial Number:	77225516	KRUNCHIPS
Serial Number:	78865461	SIERRA FALLS NATURAL FOODS
Serial Number:	77027384	CAN'T STOP CRUNCHING 'EM
Serial Number:	77010973	SIERRA FIELDS
Serial Number:	77011001	SIERRA FIELDS NATURAL FOODS
Serial Number:	77052725	SIERRA FIELDS NATURAL FOODS
Serial Number:	77018049	THE WAY NATURE INTENDED CHIPS TO BE
Serial Number:	77086516	CRANE
Serial Number:	77026195	

CH \$415.00 78974435

Serial Number:	77124334	SIERRA FIELDS GOLDEN HARVEST
Serial Number:	78972346	O-KE-DOKE CRUNCHEESE

CORRESPONDENCE DATA

Fax Number: (312)460-7000

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: jsutherland@seyfarth.com

Correspondent Name: Julia K. Sutherland

Address Line 1: 131 South Dearborn St., Suite 2400

Address Line 4: Chicago, ILLINOIS 60603-5577

ATTORNEY DOCKET NUMBER:	UBIQUITY/JAYS FOODS
NAME OF SUBMITTER:	Julia K. Sutherland
Signature:	/Julia K. Sutherland/
Date:	10/09/2007

Total Attachments: 3

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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, Jays Foods, Inc., a corporation organized and existing under the laws of the State of Delaware, with its principal place of business located at 825 East 99th Street, Chicago, Illinois 60628 ("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: October 8, 2007

UBIQUITY BRANDS, LLC

By: KMalkoski
Name: Kris Malkoski
Title: EVP & CMO

SCHEDULE A

UBIQUITY BRANDS, LLC TRADEMARKS

Mark	Serial No.	Filing Date	Country
FRESH TASTE NEVER SOUNDED SO GREAT!	78/974435	14-Sep-2006	United States of America
THAT'S WHAT IT'S ALL ABOUT	78/930743	17-Jul-2006	United States of America
THAT'S WHAT IT'S ALL ABOUT	77/291190	28-Sep-2007	United States of America
FRESH TASTE NEVER SOUNDED SO GREAT!	77/165295	25-Apr-2007	United States of America
CRUNCHIPS	77/225509	10-Jul-2007	United States of America
KRUNCHIPS	77/225516	10-Jul-2007	United States of America
SIERRA FALLS NATURAL FOODS	78/865461	20-Apr-2006	United States of America
CAN'T STOP CRUNCHING 'EM	77/027384	23-Oct-2006	United States of America
SIERRA FIELDS	77/010973	29-Sep-2006	United States of America
SIERRA FIELDS NATURAL FOODS	77/011001	29-Sep-2006	United States of America
SIERRA FIELDS NATURAL FOODS and Design	77/052725	29-Nov-2006	United States of America
THE WAY NATURE INTENDED CHIPS TO BE	77/018049	10-Oct-2006	United States of America
CRANE and Design	77/086516	19-Jan-2007	United States of America

POPCORN GUY Design	77/026195	20-Oct-2006	United States of America
SIERRA FIELDS GOLDEN HARVEST	77/124334	07-Mar-2007	United States of America
O-KE-DOKE CRUNCHEESE	78/972346	12-Sep-2006	United States of America
KRUNCHERS!	5261631	28-Jul-2006	European Community