

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
Snack IP Holdings, Inc.		08/14/2007	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	Snack Alliance, Inc.		
Street Address:	1030 West Georgia Street, Suite 1900		
City:	Vancouver, British Columbia		
State/Country:	CANADA		
Postal Code:	V6E 2Y3		
Entity Type:	CORPORATION: OREGON		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Registration Number:	1552129	1ST PLACE FLAVOR	
Registration Number:	2974050	CHEESE PLEESERS	
Registration Number:	1386188	CHIPPLES	
Registration Number:	1549338	CLOVER CLUB	
Registration Number:	1341158	COUNTRY CRISP	
Serial Number:	78771602	COUNTRY CRISP	
Registration Number:	1332461	50% LESS SALT NOT A SHAKE LESS FLAVOR!	
Registration Number:	3006175	HELPING BUILD AMERICA'S BEST BRANDS	
Registration Number:	1504142	IDAHO RUSS CHIPS	
Registration Number:	1327266	NOT A SHAKE LESS FLAVOR!	
Serial Number:	78173295	PARTY CHIPS	
Registration Number:	0738310	PARTY CHIPS	
Serial Number:	78542594	LOW IN SATURATED FAT TRANS FAT FREE	
Serial Number:	78542526	POKER CHIPS	

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TRADEMARK
REEL: 003639 FRAME: 0197

Serial Number:	78542530	POKER SNACKS
Serial Number:	76414251	SALSA LOVER'S
Serial Number:	78795141	SNACK WORKS
Serial Number:	78542499	SPORTS BAR SNACKS
Serial Number:	78542510	SPORTS BAR SNACKS
Registration Number:	2501593	THIN & CRISPY POTATO CHIPS
Serial Number:	78795139	RICE WORKS

CORRESPONDENCE DATA

Fax Number: (206)757-7700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Email: janeeckels@dwt.com
 Correspondent Name: Jane Eckels
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 Address Line 2: 1201 Third Avenue, Suite 2200
 Address Line 4: Seattle, WASHINGTON 98101

ATTORNEY DOCKET NUMBER:	43256-20
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DOMESTIC REPRESENTATIVE

Name: Jane Eckels
 Address Line 1: Davis Wright Tremaine LLP
 Address Line 2: 1201 Third Avenue, Suite 2200
 Address Line 4: Seattle, WASHINGTON 98101

NAME OF SUBMITTER:	Kristine Fyfe, Davis Wright Tremaine LLP
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Signature:	/Kristine Fyfe/
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Date:	10/12/2007
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Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, Snack IP Holdings, Inc., an Oregon corporation ("Assignor"), owns the trademarks identified in the attached schedule and the corresponding trademark registrations and applications therefor in the United States and other jurisdictions;

WHEREAS, Snack Alliance, Inc., is an Oregon corporation, having a principal business address of 1030 West Georgia Street, Suite 1900, Vancouver, British Columbia V6E 2Y3 CANADA ("Assignee");

WHEREAS, effective as of January 11, 2007, Assignor assigned and transferred to Assignee, all of Assignor's remaining property, assets and liabilities remaining after dissolution and liquidation of the corporation and payment of amounts owing to Assignor's creditors, including the trademarks identified in the attached schedule, including the corresponding trademark registrations and applications;

WHEREAS, the purpose of this document is to confirm and memorialize such assignment; and

WHEREAS, with respect to certain pending applications filed by Assignor based on Assignor's bona fide intent to use the trademark in commerce, Assignee is the successor of the ongoing and existing business of Assignor to which such trademarks pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms that it has assigned and does hereby assign to Assignee all right, title and interest in and to the trademarks identified in the attached schedule and the corresponding trademark registrations and applications, together with the goodwill of the business symbolized thereby, and all claims or causes of actions related to the infringement of the trademarks, including the right to collect damages for such infringements, the same to be held and enjoined by Assignee, for its own use and on behalf of its successors, legal representatives and assigns.

Effective date: January 11, 2007

Assignor:

SNACK IP HOLDINGS, INC.




Per: John P. Frostad
Title: President

CERTIFICATE OF EXECUTION

Before me, a Notary Public in and for the Province of British Columbia, Canada, personally appeared John P. Frostad, President, Snack IP Holdings, Inc., and proved to me on the basis of satisfactory evidence to be the person described in the foregoing instrument, who, declaring that he is duly authorized to do so, signed the foregoing instrument on behalf of Snack IP Holdings, Inc. in my presence and declared the same to be his free act and deed, on this 14th day of August, 2007.

The Commission of a Notary Public in British Columbia has no set date of expiration but is held during the pleasure of the Lieut. Governor of the Province

(SEAL)



a Notary Public in and for the
Province of British Columbia

HERBERT B. REGEHR
A NOTARY PUBLIC IN AND FOR
THE PROVINCE OF BRITISH COLUMBIA

REEL: 003639 FRAME: 0199

Assignee:

SNACK ALLIANCE, INC.

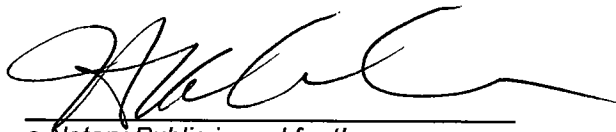
Per: 
Title: President

CERTIFICATE OF EXECUTION

Before me, a Notary Public in and for the Province of British Columbia, Canada, personally appeared John P. Frostad, President, Snack Alliance, Inc., and proved to me on the basis of satisfactory evidence to be the person described in the foregoing instrument, who, declaring that he is duly authorized to do so, signed the foregoing instrument on behalf of Snack Alliance, Inc. in my presence and declared the same to be his free act and deed, on this 4th day of August, 2007.

The Commission of a Notary Public in British Columbia has no set date of expiration but is held during the pleasure of the Lieut. Governor of the Province

(SEAL)


a Notary Public in and for the
Province of British Columbia

HERBERT B. REGEHR
A NOTARY PUBLIC IN AND FOR
THE PROVINCE OF BRITISH COLUMBIA

1552993

Schedule to Trademark Assignment
Trademark Registrations and Applications

TRADEMARK	COUNTRY	APP. NO. OR REG. NO.	FILING DATE OR EFFECTIVE DATE OF REGISTRATION	CURRENT STATUS
1ST PLACE FLAVOR and Design	United States	1,552,129	August 15, 1989	Registered
BETTY LOU	United States	1,024,257	November 4, 1975	Cancelled
CHEESE PLEESERS	United States	2,974,050	July 19, 2005	Registered
CHIPPLES	United States	1,386,188	March 11, 1986	Cancelled
CLOVER CLUB	United States	1,549,338	July 25, 1989	Registered
COUNTRY CRISP	United States	1,341,158	June 11, 1985	Cancelled
COUNTRY CRISP	United States	78/771602	December 12, 2005	Pending
"DIPPERS"	United States	666,096	August 19, 1958	Cancelled
50% LESS SALT NOT A SHAKE LESS FLAVOR! and Design	United States	1,332,461	April 23, 1985	Cancelled
GOLDEN DELIGHTS	United States	1,877,187	January 31, 1995	Cancelled
GRANDMA GOODWIN'S	United States	1,095,372	July 4, 1978	Cancelled
GRANNY GOOSE RIPPLES and Design	United States	1,927,608	October 17, 1985	Cancelled
HELPING BUILD AMERICA'S BEST BRANDS	United States	3,006,175	October 11, 2005	Registered
HOD SANDERS' CLOVER CLUB and Design	United States	1,261,052	December 13, 1983	Cancelled
IDAHO RUSS CHIPS	United States	1,504,142	September 13, 1988	Registered.
NOT A SHAKE LESS FLAVOR! and Design	United States	1,327,266	March 26, 1985	Cancelled
PARTY CHIPS (Stylized)	United States	78/173295	October 10, 2002	Pending
PARTY CHIPS (Stylized)	United States	738,310	September 25, 1962	Cancelled
People Dancing in Sun Design	United States	78/542594	January 5, 2005	Pending
POKER CHIPS	United States	78/542526	January 5, 2005	Abandoned
POKER SNACKS and Design	United States	78/542530	January 5, 2005	Abandoned
RED SEAL	United States	1,718,424	September 22, 1992	Cancelled
RICE WORKS	United States	78/795139	January 19, 2006	Pending
RIPLETS	United States	667,801	September 30, 1958	Cancelled
RIPPLES	United States	74/389616	May 13, 1993	Abandoned
RIPPLES ORIGINAL FLAVOR POTATO CHIPS PREMIUM RIPPLE CHIPS	United States	76/208522	February 8, 2001	Abandoned
SALSA LOVER'S	United States	76/414251	May 30, 2002	Abandoned

TRADEMARK	COUNTRY	APP. NO. OR REG. NO.	FILING DATE OR EFFECTIVE DATE OF REGISTRATION	CURRENT STATUS
SMART PACK	United States	74/580331	September 29, 1994	Abandoned
SNACK WORKS	United States	78/795141	January 19, 2006	To be allowed to lapse.
SPORTS BAR SNACKS	United States	78/542499	January 5, 2005	To be allowed to lapse.
SPORTS BAR SNACKS and Design	United States	78/542510	January 5, 2005	To be allowed to lapse.
THIN AND CRISPY POTATO CHIPS and Design	United States	2,501,593	October 30, 2001	Registered
WHIFFEN CHIPS and Design	United States	614,057	October 11, 1955	Cancelled
RICE WORKS	European Community	5412812	October 24, 2006	Pending
LAURA SCUDDER'S	Hong Kong	300318456	November 12, 2004	Registered
HELPING YOU BUILD BETTER BRANDS	Korea	41-2005-1193	January 25, 2005	Abandoned
HELPING YOU BUILD BETTER BRANDS	Malaysia	05000619	January 13, 2005	Abandoned
LAURA SCUDDER'S	Malaysia	4017841	November 12, 2004	Registered
RIPPLES	Malaysia	MA572093	August 5, 1993	Registered
CALIFORNITOS AVENTURA	Mexico	922020	October 7, 2005	Registered
CALIFORNITOS AVENTURA	Mexico	930169	October 7, 2005	Registered
CHEESE PLEESER INFERNO	Mexico	864898	July 1, 2004	Registered
CHEESE PLEESERS	Mexico	845690	July 14, 2004	Registered
CLOVER CLUB	Mexico	845904	July 14, 2004	Registered
HELPING YOU BUILD BETTER BRANDS	Mexico	696632	January 18, 2005	Abandoned
THIN & CRISPY	Mexico	666430	July 14, 2004	Abandoned
THIN & CRISPY and Design	Mexico	937991	April 19, 2006	Registered
THIN & CRISPY and Design	Mexico	724298	June 22, 2005	Pending
THIN & CRISPY & Design	Mexico	724297	June 22, 2005	Abandoned
XTREME SNACKS	Mexico	840541	April 7, 2004	Registered
XTREME SNACKS	Mexico	840542	April 7, 2004	Registered
HELPING YOU BUILD BETTER BRANDS	Philippines	4-2005-665	January 21, 2005	Abandoned
HELPING YOU BUILD BETTER BRANDS	Singapore	T05/00554D	January 14, 2005	Abandoned
LAURA SCUDDER'S	Singapore	T04/19897g	November 10, 2004	Abandoned