

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
Heartland Snacks, LLC		12/01/2006	LIMITED LIABILITY COMPANY: MISSOURI

RECEIVING PARTY DATA

Name:	FlyBy Capital, Inc.
Street Address:	6820 Squibb Road
City:	Mission
State/Country:	KANSAS
Postal Code:	66202
Entity Type:	CORPORATION: MISSOURI

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	78501699	MUNCH THE KRUNCH
Registration Number:	1501503	GUY'S
Registration Number:	0522372	GUY'S
Registration Number:	3059942	TORTZ
Registration Number:	2155418	DON'T FORGET THE GUY'S
Registration Number:	1501501	GUY'S
Registration Number:	2066755	GUY'S
Registration Number:	2149714	WHEN YOU GET THE ITCH FOR CHIPS, DON'T FORGET THE GUY'S

CORRESPONDENCE DATA

Fax Number: (816)931-7377
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 816-931-2700
 Email: troszak@dysarttaylor.com

OP \$215.00 78501699

Correspondent Name: Thomas E. Roszak
Address Line 1: 4420 Madison Avenue
Address Line 4: Kansas City, MISSOURI 64111

NAME OF SUBMITTER:	Thomas E. Roszak
Signature:	/Thomas E. Roszak/
Date:	11/16/2007

Total Attachments: 4
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ASSIGNMENT

Assignment made this 1st day of December, 2006, by Heartland Snacks, LLC, a Missouri limited liability company, (hereinafter "Assignor") to FlyBy Capital, Inc., a Missouri corporation, having its principal office at 6820 Squibb Rd., Mission, Kansas 66202 (hereinafter the "Assignee").

WHEREAS, Assignor has adopted and is using the service marks identified on Exhibit A attached hereto and made a part hereof by this reference for the manufacture, distribution and marketing of snack foods and related products.

WHEREAS, Assignee is desirous of acquiring all of the right, title and interest of Assignor in and to the subject service mark, the pending application for registration of the subject mark and any renewals that may be granted thereon, together with the good will of the business symbolized by the mark, and Assignor is willing to transfer all of its right, title and interest in and to the subject service mark, the pending application for registration of the service mark and any renewals that may be granted thereon, together with the good will of the business symbolized by the subject service mark, to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, transfer and assign to Assignee, and its successors and assigns, all of the right, title and interest of Assignor in and to the service marks identified on Exhibit A attached hereto and made a part hereof by this reference and any registrations or renewals that may be granted thereon, together with the good will of the business symbolized by the mark.

IN WITNESS WHEREOF, Assignor has executed this instrument on the year and date first above written.

Heartland Snacks, LLC,
a Missouri Limited Liability Company

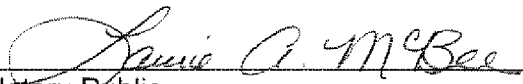
By: 

Title: Managing Member

STATE OF MISSOURI)
) ss.
COUNTY OF JACKSON)

On this 1st day of December, 2006, before me the undersigned, a Notary Public in and for said county and state, came Mark H. Stisser, Managing Member, of Heartland Snacks, LLC, a limited liability company organized under the laws of the State of Missouri, who is personally known to me to be the same person who executed as such officer the foregoing Assignment and duly acknowledged the execution of the same to be for and on behalf and as the act and deed of said limited liability company.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal, the day and year last above written.



Notary Public

My Commission Expires:

LAURIE A. McBEE
Notary Public-Notary Seal
STATE OF MISSOURI
Commissioned in Clay County
My Commission Expires Oct. 19, 2007

EXHIBIT A

ASSIGNMENT OF TRADEMARK REGISTRATIONS
OF HEARTLAND SNACKS TO FLYBY CAPITAL, INC.

<u>Mark</u>	<u>Goods</u>	<u>Serial or Registration No.</u>	<u>Registration Date</u>
GUY'S and Design	potato chips (Class 29)	1,501,503	8-23-1988
GUY'S (stylized)	potato chips, pretzels, smoked herring, pickles, candy, fresh and salted nuts, and chopped nuts (Class 29, 30)	522,372	3-14-1950
Munch The Krunch	potato chips, etc. (Class 29) and salty cereal- based granola- based, rice- based or wheat- based snack foods, etc. (Class 30)	78/501699	
TORTZ	tortilla chips (Class 30)	3,059,942	2-21-2006
DON'T FORGET THE GUY'S	salty snacks, namely, nuts, potato chips, etc. (Class 29) and salty snacks, namely, tortilla chips, cheese puffs, etc. (Class 30)	2,155,418	5-5-1998
GUY'S	potato chips (Class 29)	1,501,501	8-23-1988

<u>Mark</u>	<u>Goods</u>	<u>Serial or Registration No.</u>	<u>Registration Date</u>
GUY'S	processed nuts, potato chips, onion rings and pork skins (rinds) (Class 29)	2,066,755	6-3-1997
WHEN YOU GET THE ITCH FOR CHIPS, DON'T FORGET THE GUYS	salty snacks, namely, nuts, potato chips, etc. (Class 29) and salty snacks, namely, tortilla chips, cheese puffs, etc. (Class 30)	2,149,714	4-19-1996