

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Integrated Brands, Inc. | | 04/18/2007 | 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78977416 | WHOLE FRUIT | |
| 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: | 207-1164 | | |
| NAME OF SUBMITTER: | J. Rodman Steele, Jr. | | |
| Signature: | /J. Rodman Steele, Jr./ | | |
| Date: | 01/09/2008 | | |

CH \$40.00 78977416

Total Attachments: 3

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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 the Assignor and J&J Snack Foods Sales Corp. 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 APPLICATIONS

| TRADEMARK | APPLICATION NO. |
|---|-----------------|
|  The logo for "Whole Fruit" is written in a stylized, cursive font. The word "Whole" is on the top line and "Fruit" is on the bottom line, with the letters overlapping. | 78/977,416 |

TRADEMARK REGISTRATIONS

| TRADEMARK | APPLICATION NO. |
|---|-----------------|
|  The logo for "Whole Fruit" is written in a stylized, cursive font. The word "Whole" is on the top line and "Fruit" is on the bottom line, with the letters overlapping. | 3,190,932 |