

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
HERR FOODS INC.		09/25/2008	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	HERR HOLDINGS INC.		
Street Address:	3411 SILVERSIDE ROAD		
Internal Address:	SUITE 210B, BAYNARD BUILDING		
City:	WILMINGTON		
State/Country:	DELAWARE		
Postal Code:	19810-4812		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3385051	LIVE LIFE WITH FLAVOR	
CORRESPONDENCE DATA			
Fax Number:	(703)739-9577		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-739-4900		
Email:	BTAYLOR@STITES.COM		
Correspondent Name:	BREWSTER TAYLOR		
Address Line 1:	1199 NORTH FAIRFAX STREET		
Address Line 2:	SUITE 900		
Address Line 4:	ALEXANDRIA, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	145LT-0002		
NAME OF SUBMITTER:	BREWSTER TAYLOR		
Signature:	/BT/		

OP \$40.00 3385051

Date:

09/29/2008

Total Attachments: 2

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WHEREAS **HERR FOODS INC.**, a Pennsylvania corporation with a principal mailing address at 20 Herr Drive, P.O. Box 300, Nottingham, Pennsylvania 19362, adopted and used the mark which is registered in the United States Patent and Trademark Office as follows:

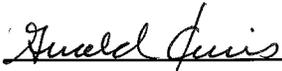
MARK	REG. NO./	REG. DATE/	GOODS/SERVICES
LIVE LIFE WITH FLAVOR	3,385,051	FEB 19, 2008	CL. 29: POTATO CHIPS; POTATO-BASED SNACK FOODS; SNACK FOOD DIPS CL. 30: PRETZELS; PITA CHIPS; TORTILLA CHIPS; CORN-BASED SNACK FOODS; SALSA; PUFFED CORN SNACKS; WHEAT-BASED SNACK FOODS; CHEESE FLAVORED PUFFED CORN SNACKS; CHEESE FLAVORED SNACKS, NAMELY, CHEESE CURLS; POPCORN; POPPED POPCORN; PROCESSED POPCORN; SNACK MIX CONSISTING PRIMARILY OF CRACKERS, PRETZELS, CANDIED NUTS AND/OR POPPED POPCORN

WHEREAS **HERR HOLDINGS INC.**, a Delaware corporation with a principal mailing address at Suite 210B, Baynard Building, 3411 Silverside Road, Wilmington, Delaware 19810-4812, is desirous of acquiring said mark and registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **HERR FOODS INC.**, does hereby assign unto the said **HERR HOLDINGS INC.** all right, title and interest in and to the said mark and the registration thereof together with the good will of the business connected with the use of and symbolized by the mark and together with all rights of action, claims for damages, profits and costs, and all other demands for any sum or sums of money whatsoever which it has or may have either at law or in equity, against any and all persons, firms, corporations or associations by reason of any infringement upon said marks.

IN WITNESS WHEREOF, the undersigned has executed this assignment by its duly authorized officer and its seal affixed hereto as of this 25 day of September, 2008.

HERR FOODS, INC.

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GERALD KLUIS

PRESIDENT