

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SB PHILLIPS LLC		11/20/2008	LIMITED LIABILITY COMPANY: MARYLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Phillips Foods, Inc.		
<b>Street Address:</b>	1215 E. Fort Avenue		
<b>City:</b>	Baltimore		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	21230		
<b>Entity Type:</b>	CORPORATION: MARYLAND		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77150938	CRABOLOGY 101	
<b>Serial Number:</b>	77002648		
<b>Registration Number:</b>	3499685	TASTE THE CULTURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)371-2540		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(202) 371-2600		
<b>Email:</b>	tdurkin@skgf.com		
<b>Correspondent Name:</b>	Tracy-Gene G. Durkin		
<b>Address Line 1:</b>	Sterne, Kessler, Goldstein & Fox PLLC		
<b>Address Line 2:</b>	1100 New York Avenue, NW		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20005		
<b>ATTORNEY DOCKET NUMBER:</b>	2235.038/.050/.0460000		
<b>NAME OF SUBMITTER:</b>	Tracy-Gene G. Durkin		

OP \$90.00 77150938

Signature:

/Tracy Durkin/

Date:

12/11/2008

Total Attachments: 1

source=CRABOLOGY ASSGN#page1.tif

**ASSIGNMENT**

WHEREAS, SB PHILLIPS LLC ("Assignor"), a Maryland Limited Liability Company, having its principal offices at 1215 E. Fort Avenue, Baltimore, Maryland 21230, has adopted, used, is using (either by itself or through a related entity) and is the owner of the following trademarks now registered and/or pending in the United States Patent and Trademark Office:

<b>Mark</b>	<b>Reg./Appl. No.</b>	<b>Reg./Filing Date</b>
CRABOLOGY 101	77/150,938	April 6, 2007
"Black Can" Design	77/002,648	September 19, 2006
TASTE THE CULTURE	3,499,685	September 9, 2008

WHEREAS, Phillips Foods, Inc. ("Assignee"), a Maryland Corporation, having its principal offices at 1215 E. Fort Avenue, Baltimore, Maryland 21230, is desirous of acquiring said trademarks and the registrations and/or pending applications therefor,

NOW, THEREFORE, in consideration of the sum of ten U.S. dollars (US\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademarks and the registrations and/or pending applications therefor, together with the goodwill of the business symbolized by said trademarks, registrations, and/or applications therefor.

Signed at Baltimore, Maryland, this 20th day of November, 2008.

**SB PHILLIPS LLC**



Name: Dean E. Flowers  
Title: Manager

875669v1