

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
Blue & White Food Products Corp.		03/18/2009	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Sabra Dipping Company, LLC		
Street Address:	24-20 49th Street		
City:	Astoria		
State/Country:	NEW YORK		
Postal Code:	11103		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2648053	PICNIC TIME	
Registration Number:	2266461	SHAMIR SALADS	
CORRESPONDENCE DATA			
Fax Number:	(412)562-1041		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-562-1639		
Email:	vicki.cremonese@bipc.com		
Correspondent Name:	Carla J. Vrsansky		
Address Line 1:	301 Grant Street		
Address Line 2:	20th Floor		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15219		
ATTORNEY DOCKET NUMBER:	0071833-000005		
NAME OF SUBMITTER:	Carla J. Vrsansky		
Signature:	/Carla J. Vrsansky/		

CH \$65.00 2648053

Date:

04/07/2009

Total Attachments: 2

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ASSIGNMENT

WHEREAS, BLUE & WHITE FOOD PRODUCTS CORP., a New York corporation having its principal place of business at 3030 Review Avenue, Long Island City, New York 11101 (hereinafter referred to as "Assignor") is the owner of all right, title and interest in and to, and the goodwill associated with the following trademarks (hereinafter referred to as the Marks), which have issued in the United States:

<u>Trademark</u>	<u>U.S. Reg. No.</u>	<u>Reg. Date</u>
PICNIC TIME & Design	2,648,053	November 11, 2002
SHAMIR SALADS	2,266,461	August 3, 1999

and,

WHEREAS, SABRA DIPPING COMPANY, LLC, a Delaware limited liability company, having its principal place of business at 24-20 49th Street, Astoria, New York 11103 (hereinafter referred to as "Assignee") desires to acquire the Marks and the goodwill of the business associated with the Marks,

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee the entire right, title, and interest in and to the registrations for said Marks, together with the goodwill of the business symbolized by the Marks and the registration thereof, and all other rights which Assignor has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of said Marks and/or registrations, the same to be held and enjoyed by Assignee, its

successors, and assigns forever and to the full end of the term for which the aforesaid Marks are registered and any renewals of the terms thereof.

BLUE & WHITE FOOD PRODUCTS CORP.

By: Yehuda Pearl
Name: YEHUDA PEARL
Title: President

Dated: 3/18/09, 2009