

**TRADEMARK ASSIGNMENT**

Electronic 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
Reserve Brands Inc.		03/30/2009	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Snack Alliance, Inc.
Street Address:	#1900-1030 West Georgia Street
City:	Vancouver, British Columbia
State/Country:	CANADA
Postal Code:	V6E2Y3
Entity Type:	CORPORATION: OREGON

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Serial Number:	77513867	CRUNCHFUSED
Serial Number:	77504233	THE BALD AND THE BEAUTIFUL
Registration Number:	3489908	SIMPLIMENTAL

**CORRESPONDENCE DATA**

Fax Number: (503)778-5499  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 503-241-2300  
 Email: harumiyamamoto@dwt.com  
 Correspondent Name: Sheila Fox Morrison  
 Address Line 1: 1300 SW Fifth Avenue, Suite 2300  
 Address Line 4: Portland, OREGON 97201

**DOMESTIC REPRESENTATIVE**

Name:  
 Address Line 1:  
 Address Line 2:

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Sheila Fox Morrison

Signature:

/Sheila F. Morrison/

Date:

04/13/2009

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, Reserve Brands Inc., a corporation organized under the laws of Delaware, (“Assignor”), owns the trademarks associated with the applications and registrations listed below (“Trademarks”), and with regard to the trademarks that are the subject of the pending trademark applications, has intended to use such Trademarks in association with the goods/services listed in such applications.

### Trademarks:

Jurisdiction	Mark	Registration/Application No.
United States (Federal)	CRUNCHFUSED	77/513867
United States (Federal)	THE BALD AND THE BEAUTIFUL	77/504233
United States (Federal)	SIMPLIMENTAL	3489908

WHEREAS, Snack Alliance, Inc., an Oregon corporation with a principal place of business at #1900-1030 West Georgia Street, Vancouver, British Columbia, Canada V6E2Y3, (“Assignee”), is desirous of acquiring the Trademarks and associated applications and registration;

WHEREAS, in the applications listed above Assignor has applied to register the Trademarks on the Principal Register in the United States Patent and Trademark Office based on Assignor’s bona fide intent to use the Trademarks in commerce in connection with such goods/services, but has not yet filed an allegation of use under 15 U.S.C. §§ 1051(c) or 1051(d);

WHEREAS, Assignor is willing to assign the Trademarks, the applications, and all rights associated therewith, as part of the entire business or portion thereof to which the Trademarks pertain as required by 15 U.S.C. § 1060; and

WHEREAS, Assignee, as the successor of the ongoing and existing business of Assignor to which the Trademarks pertain is interested in acquiring the Trademarks, the application, and all rights associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to said Trademarks and registration(s) together with the goodwill of the business associated therewith and symbolized thereby, and all rights, interests, claims and demands recoverable in law or in equity, that Assignor has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

[Signature appears on following page.]

Signed at \_\_\_\_\_, this \_\_\_\_\_ day of March, 2009.

Reserve Brands Inc.,  
a Delaware corporation

By: WJF  
Name: William J. Kenealy  
Title: CFO

State of IL  
County of Cook

On this 30<sup>th</sup> day of March, 2009, before me, Janet Appawa, a Notary Public in and for the State of IL, personally appeared William Kenealy, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Janet Appawa  
Notary Public