

TRADEMARK ASSIGNMENT

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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
Breeo Brands Limited		03/25/2009	CORPORATION: IRELAND
RECEIVING PARTY DATA			
Name:	Irishgold Foods, Inc.		
Street Address:	Suite 2440 525 Washington Blvd		
City:	Jersey City		
State/Country:	NEW JERSEY		
Postal Code:	07310		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3168257	IRISHGOLD	
Registration Number:	2793486	KINSALE	
Registration Number:	1613077	SHANNON TRADITIONAL	
Registration Number:	2852463	SHANNON TRADITIONAL FINE FOODS	
CORRESPONDENCE DATA			
Fax Number:	(202)344-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-344-4019		
Email:	trademarkdocket@venable.com		
Correspondent Name:	Mark B. Harrison		
Address Line 1:	575 7th Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004-1601		
ATTORNEY DOCKET NUMBER:	35916-270499-502		
NAME OF SUBMITTER:	Mark B. Harrison, Esq.		

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Signature:	/MBH-hrc/
Date:	04/29/2009
Total Attachments: 2 source=irishgold assignment doc#page1.tif source=irishgold assignment doc#page2.tif	

ASSIGNMENT

This Assignment is made between Breeo Brands Limited (hereinafter referred to as "Assignor") an Irish company located at Unit 5100, Cork Airport Business Park, Kinsale Road, County Cork, Ireland and Irishgold Foods, Inc. (hereinafter referred to as "Assignee") a New Jersey corporation located at Suite 2440 525 Washington Blvd, Jersey City, New Jersey 07310, United States of America.

WHEREAS, Assignor is the owner of the trademark registrations shown in Schedule "A" attached hereto, and of the trademarks shown in said registrations, and of its goodwill of the business symbolized by said marks;

AND WHEREAS, Assignee is desirous of acquiring the entire right, title and interest of the Assignor in and to the said trademark registrations, the trademarks shown in said registrations, the goodwill of the business symbolized by said marks, and the right to sue for past infringements;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee its entire right, title and interest in and to the said trademark registrations, and the trademarks shown in the said registrations, including common-law trademark rights, together with its goodwill of the business symbolized by said marks, the right of Assignor to conduct business under said trademark, and the right to sue for past infringements of said marks. Assignor hereby covenants with Assignee that it will, at the reasonable request and reasonable cost and expense of Assignee, do all such further acts, deeds and things and execute all such further documents and instruments from time to time necessary or desirable to give full and proper effect to the terms of this Assignment.

By: Breeo Brands Limited

Name: 

Title: Director

Dated: 25/3/09

SCHEDULE "A"

Trademark	Registration No.
IRISH GOLD & Device	2698281
IRISH GOLD	3168257
KINSALE	2793486
SHANNON TRADITIONAL & Device	1613077
SHANNON TRADITIONAL & Device	2852463