

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
The ICEE Company		06/22/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	J&J Snack Foods Corp.
Street Address:	6000 Central Highway
City:	Pennsauken
State/Country:	NEW JERSEY
Postal Code:	08109
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1558338	VITA PUP SC SLUSH PUPPIE

CORRESPONDENCE DATA

Fax Number: (561)838-5578
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: wpbtrademark@novakdruce.com
 Correspondent Name: J. RODMAN STEELE, JR.
 Address Line 1: 525 OKEECHOBEE BOULEVARD, 15TH FLOOR
 Address Line 4: WEST PALM BEACH, FLORIDA 33401

ATTORNEY DOCKET NUMBER:	207-890B (9098.130)
NAME OF SUBMITTER:	J. Rodman Steele, Jr.
Signature:	/J. Rodman Steele, Jr./
Date:	06/24/2009

Total Attachments: 1

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**TRADEMARK
 REEL: 004011 FRAME: 0030**

OP \$40.00 1558338

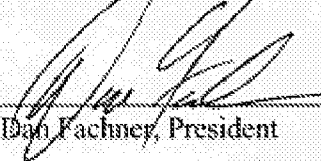
ASSIGNMENT OF U.S. TRADEMARK

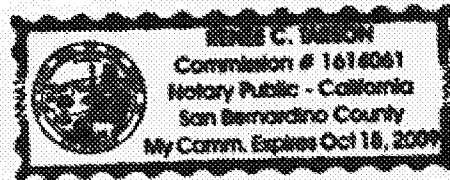
WHEREAS, The ICEE Company, a Delaware corporation located and doing business at 5301 Legacy Drive, Plano, Texas 75024 (hereinafter "ASSIGNOR"), owns the trademark which is the subject of United States Trademark Registration No. 1,558,338, registered on September 26, 1989, for the mark VITA PUP (and design) (hereinafter "Trademark");

WHEREAS, J&J Snack Foods Corp., a New Jersey corporation, located and doing business at 6000 Central Highway, Pennsauken, New Jersey 08109, (hereinafter "ASSIGNEE"), is desirous of acquiring the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR hereby sells, assigns, transfers and conveys unto ASSIGNEE all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark.


THE ICEE COMPANY


Dan Faehner, President



State of California :
County of San Bernardino

On this 22 day of June, 2009, before me personally appeared Dan Faehner, to me known, who, being duly sworn, did say that he is President of The ICEE Company, and as such is duly authorized to sign the foregoing instrument.


Notary Public