

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
BALANCE BAR COMPANY		09/15/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KRAFT FOODS GLOBAL BRANDS LLC		
<b>Street Address:</b>	Three Lakes Drive		
<b>City:</b>	Northfield		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60093		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2875667	GOMIX	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(847)646-5101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	847-646-8657		
Email:	sfrohling@kraft.com,		
Correspondent Name:	Susan H. Frohling		
Address Line 1:	Three Lakes Drive		
Address Line 4:	Northfield, ILLINOIS 60093		
ATTORNEY DOCKET NUMBER:	66739		
NAME OF SUBMITTER:	Susan H. Frohling		
Signature:	/shf/		
Date:	09/17/2009		

CH \$40.00 2875667

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (this "**Assignment**") is made and entered into as of September 15th, 2009 ("**Effective Date**") by and between Balance Bar Company, a corporation organized and existing under the laws of Delaware, located at Three Lakes Drive, Northfield, Illinois 60093, United States of America ("**Assignor**") and Kraft Foods Global Brands LLC (previously Kraft Foods Holdings, Inc.), a limited liability company organized and existing under the laws of Delaware, located at Three Lakes Drive, Northfield, Illinois 60093 ("**Assignee**").

**WHEREAS**, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, any and all of Assignor's right, title and interest in and to the GOMIX trademark set forth on the Attached Schedule together with any and all goodwill of the business associated therewith (collectively, the "**Mark**");

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of the Effective Date, Assignor hereby sells, assigns, transfers, conveys and sets over to Assignee and its successors, assigns and nominees absolutely and forever, Assignor's entire right, title and interest worldwide in and to the Mark together with any and all goodwill of the business associated therewith, and including the right to sue for and receive all damages from past infringements of the Mark arising prior to the Effective Date, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

BALANCE BAR COMPANY

KRAFT FOODS GLOBAL BRANDS LLC  
By Kraft Foods Global Brands, Inc.  
Its Sole Member

Susan H. Frohling  
Signature: \_\_\_\_\_  
Name: Susan H. Frohling  
Chief Counsel, Trademarks (Northfield)  
Title: \_\_\_\_\_

B. Brooks  
Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Manager, Trademark Administration  
Title: \_\_\_\_\_

Date: 9/16/09

Date: Sept. 17/09

Kraft Foods Global Brands LLC  
By Kraft Foods Global Brands, Inc.  
Its Sole Member

SCHEDULE

Jurisdiction	Mark	App. / Reg. No.
United States	GOMIX	2875667

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