

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SensoryFlavors, Inc.		03/31/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SensoryEffects Flavor Company		
Street Address:	24 NORTH CLINTON STREET		
City:	DEFIANCE		
State/Country:	OHIO		
Postal Code:	43512		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1905786	MOO-MANIA	
Registration Number:	1844069	VITA-RITE	
Registration Number:	1727976	LEMONADE STAND	
Registration Number:	1294765	GRAND PRIX	
CORRESPONDENCE DATA			
Fax Number:	(214)659-4832		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-659-4578		
Email:	nealk@akllp.com		
Correspondent Name:	Michele P. Schwartz		
Address Line 1:	1717 Main Street		
Address Line 2:	Suite 3700		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	189800		
NAME OF SUBMITTER:	Michele P. Schwartz		

CH \$115.00 1905786

900149248

TRADEMARK
REEL: 004108 FRAME: 0865

Signature:	/Michele P. Schwartz/
Date:	12/07/2009
Total Attachments: 3 source=SENSORYEFFECTS FLAVOR- name change#page1.tif source=SENSORYEFFECTS FLAVOR- name change#page2.tif source=SENSORYEFFECTS FLAVOR- name change#page3.tif	



