

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
Snack Alliance, Inc.		01/25/2010	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	Nalley's Canada Limited		
Street Address:	1030 West Georgia Street, Suite 1900		
City:	Vancouver, B.C.		
State/Country:	CANADA		
Postal Code:	V6E 2Y3		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77833381	SNACKING MADE SIMPLE	
Serial Number:	77726578	SIMPLY RICE	
CORRESPONDENCE DATA			
Fax Number:	(503)778-5299		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(503) 778-5311		
Email:	sheilamorrison@dwt.com, kristinefyfe@dwt.com		
Correspondent Name:	Sheila Fox Morrison		
Address Line 1:	Davis Wright Tremaine LLP		
Address Line 2:	1300 SW Fifth Avenue, Suite 2300		
Address Line 4:	Portland, OREGON 97201		
ATTORNEY DOCKET NUMBER:	43256-79		
DOMESTIC REPRESENTATIVE			
Name:			

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Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Sheila Fox Morrison
Signature:	/Sheila Fox Morrison/
Date:	01/29/2010
Total Attachments: 1 source=Trademark Assignment - Snack Alliance, Inc. to Nalley's Canada Ltd. - SMS and SR#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Snack Alliance, Inc., a corporation organized under the laws of the State of Oregon, herein Assignor, owns the following U.S. Trademark Application Nos. and has intended to use the trademarks in association with such goods/services (the "Trademarks"):

TRADEMARK	APPLICATION NO.	FILING DATE	STATUS
SNACKING MADE SIMPLE	77/833,381	September 23, 2009	Pending
SIMPLY RICE	77/726,578	April 30, 2009	Pending

WHEREAS, Nalley's Canada Limited, a corporation organized under the laws of Canada, having a principal business address of 1030 West Georgia Street, Suite 1900, Vancouver, B.C. V6E 2Y3, Canada, herein Assignee, is interested in acquiring the Trademarks, the applications and all rights associated therewith;

WHEREAS, in the applications 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 applications, and all rights associated therewith.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all right, title and interest in and to the Trademarks in the United States, its territories and possessions, the application, all rights associated therewith, together with the goodwill of the business symbolized thereby.

Assignor

January 25, 2010
Date

By: 
Name: **Robert D. Armstrong**
Title: **Vice-President, Finance & Chief Financial Officer**