

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
TIVALL SWITZERLAND S.A.		07/01/2009	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	SOCIETE DES PRODUITS NESTLE, S.A.
Street Address:	CASE POSTALE 353
City:	1800 VEVEY
State/Country:	SWITZERLAND
Postal Code:	0
Entity Type:	SOCIETE ANONYME: SWITZERLAND

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	75326855	VEGGITINOS
Serial Number:	75326856	BURGERIFFICS
Serial Number:	78037195	THE HUMMUS EATER'S HUMMUS
Serial Number:	76357172	WOW IT'S NOT CHICKEN!
Serial Number:	76357173	WOW IT'S NOT BEEF!
Serial Number:	78228428	AMERICA'S FAVORITE HUMMUS
Serial Number:	78169156	HUMMUS SNACKERS
Serial Number:	78330033	VEGGIE PATCH
Serial Number:	78358887	CARB SLAM!
Serial Number:	76337339	TRIBE
Serial Number:	78764996	BISTRO BURGER
Serial Number:	78765005	BISTRO AU NATUREL
Serial Number:	77205887	VEGGIE PATCH

CORRESPONDENCE DATA

900156775

**TRADEMARK
 REEL: 004164 FRAME: 0822**

OP \$340.00 75326855

Fax Number: (973)593-7651
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 973 593 7404
Email: jacqueline.stelling@us.nestle.com
Correspondent Name: Jacqueline M. Stelling
Address Line 1: 12 VREELAND ROAD, 2ND FLOOR
Address Line 4: FLORHAM PARK, NEW JERSEY 07932

ATTORNEY DOCKET NUMBER:	TRIBE TO SPN - 3/10/10
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DOMESTIC REPRESENTATIVE

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

NAME OF SUBMITTER:	Jacqueline M. Stelling
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Signature:	/JMS/
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Date:	03/10/2010
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Total Attachments: 3
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Trademark Assignment

WHEREAS, Tivall Switzerland S.A., a Switzerland corporation, c/o Interconsulta AG, Postrasse 9, CH 6300 Zug, Switzerland (hereinafter "Assignor"); and

WHEREAS, Société des Produits Nestlé S.A., a Switzerland corporation having a place of business at Avenue Nestlé, CH-1800 Vevey, Switzerland ("Assignee"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks, trademark registrations and trademark applications listed in the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademarks"); and

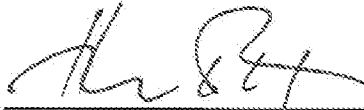
WHEREAS, Assignor is willing to transfer such right, title and interest in and to the Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title and interest in and to the Trademarks, together with the portion of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that would have been held and enjoyed by Assignor had such assignment not been made.

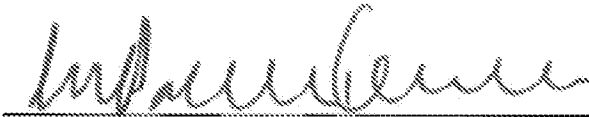
Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment and deemed effective as of the 1st day of July, 2009.

TIVALL SWITZERLAND S.A.

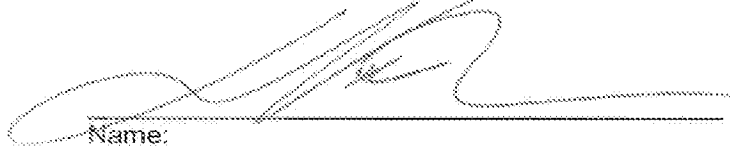


Name: Hans Peter Frick
Title: Chairman



Name: W Patrick Deane
Title: Director

SOCIÉTÉ DES PRODUITS NESTLÉ S.A.



Name:
Title:

Laurent Venetz
Authorised Signatory

SCHEDULE A

COUNTRY	TRADEMARK	REGISTRATION NO.
USA	AMERICA'S FAVORITE HUMMUS	2806008
USA	BISTRO AU NATUREL	3314068
USA	BISTRO BURGER	3231601
USA	BURGERIFFICS	2243641
USA	CARB SLAM!	3014022
USA	HUMMUS SNACKERS	2809475
USA	THE HUMMUS EATER'S HUMMUS	2566275
USA	TRIBE	3042140
USA	VEGGIE PATCH AND DESIGN	2916349
USA	VEGGIE PATCH AND DESIGN	3381165
USA	VEGGITINOS	2243640
USA	WOW IT'S NOT BEEF!	2699834
USA	WOW IT'S NOT CHICKEN!	2699833