

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
Smucker Brands, Inc.		03/15/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Basic American, Inc.		
Street Address:	2121 N. California Blvd., Suite 400		
City:	Walnut Creek		
State/Country:	CALIFORNIA		
Postal Code:	94596-7305		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2820492	EASY MASH'D	
CORRESPONDENCE DATA			
Fax Number:	(415)693-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-693-2000		
Email:	trademarks@cooley.com, mgutknecht@cooley.com		
Correspondent Name:	Gavin L. Charlston		
Address Line 1:	777 6th Street, NW, Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	020125-100		
NAME OF SUBMITTER:	Gavin L. Charlston		
Signature:	/Gavin L. Charlston/		
Date:	03/18/2010		

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Total Attachments: 1
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Smucker Brands, Inc.
Mark: EASY MASH'D
Registration No.: 2820492
Issued: March 2, 2004


ASSIGNMENT OF TRADEMARK UNDER 37 C.F.R. 3.11

WHEREAS, Smucker Brands, Inc., a Delaware corporation, having its principal offices at One Strawberry Lane, Orrville, Ohio has adopted, used, is using and is the owner of the trademark EASY MASH'D now registered in the United States Patent and Trademark Office and referenced above; and

WHEREAS, Basic American, Inc., a Delaware corporation, having its principal offices at 2121 N. California Blvd., Suite 400, Walnut Creek, California, is desirous of acquiring said registered trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Smucker Brands, Inc. hereby assigns to Basic American, Inc. all right, title and interest in the United States in and to the trademark EASY MASH'D, together with the goodwill of the business symbolized by said trademark and the registration thereof.

Smucker Brands, Inc.

By: 
Name: M. Ann Harlan
Title: Vice President