

Form PTO-1594 (Rev. 01-09)
OMB Collection 0651-0027 (exp. 02/28)

03-22-2010

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



To the Director of the U. S. Patent and Trademark Office

103592434

Documents or the new address(es) below.

1. Name of conveying party(ies):

Specialty Brands of America, Inc.

- Individual(s)
- General Partnership
- Corporation State: MA
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Panorama Foods

Internal Address:

Street Address: 7 Greenleaf Circle

City: Lynn

State: MA

Country: USA Zip: 01902

Association Citizenship

General Partnership Citizenship

Limited Partnership Citizenship

Corporation Citizenship NY

Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance / Execution Date(s) :

Execution Date(s) March 2, 2010

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

4. Application number(s) or registration number(s) and Identification or description of the Trademark.

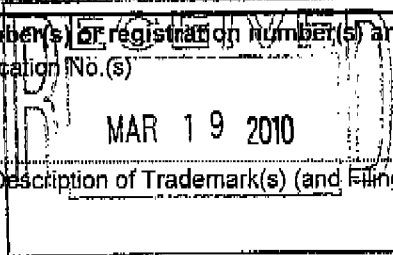
A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3,688,211 1507410 200061 206118

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):



5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Jeffrey C. Doherty Esquire

Internal Address: Maclean Holloway Doherty Ardiff & Morse

City: Lynn, MA

Street Address: 100 Essex Center Drive

City: Revere, MA

State: MA Zip: 01960

Phone Number: (978) 774-7123

Fax Number: (978) 774-7164

Email Address: jdoherty@mhadr.com

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$115.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

03/19/2010 LMUELLER 00000067 3688211

Deposit Account Number

02 FC: 8522

Authorized User Name

9. Signature:

Jeffrey C. Doherty
Signature
Jeffrey C. Doherty
Name of Person Signing

March 17, 2010

Date

Total number of pages including cover sheet, attachments, and document: 4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1460

TRADEMARK

REEL: 004175 FRAME: 0650

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3/19/10

COPY

ASSIGNMENT OF TRADEMARK

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, the undersigned, as its interest may appear, hereby irrevocably sells, transfers, conveys and assigns to Panorama Foods, a New York corporation having its principal place of business at 7 Greenleaf Circle, Lynn, MA 01902, its successors and assigns, in perpetuity, all right, title and interest, throughout the world, including any renewals or extensions thereto, in and to the trademarks and trademark applications filed with the United States Patent and Trademark Office and set forth on Schedule A attached hereto.

By the execution hereof the undersigned acknowledges and agrees that this instrument pertains to the trademarks identified above and will be recorded in the United States Patent and Trademark Office.

[Signature appears on the following page]

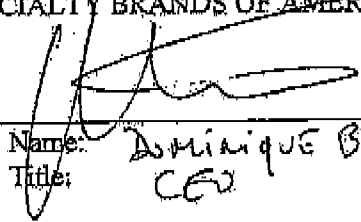
IN WITNESS WHEREOF, this Assignment of Trademark has been executed as an instrument under seal as of the 2nd day of March, 2010.

SPECIALTY BRANDS OF AMERICA, INC.

By:

Name:

Title:


DOMINIQUE BASTIEN
CEO

Schedule A
United States Patent & Trademark Office Registrations

Owner (Applicant)	Mark	Reg. No.	Filing Date
Specialty Brands of America, Inc.	Original Trenton Crackers O.T.C. Since 1848	Reg. # 3,688,211	Sept. 29, 2009
Specialty Brands of America, Inc.	The Original Trenton Cracker Co. O.T.C. Since 1948	Reg. # 1507410	Oct. 4, 1988
Specialty Brands of America, Inc.	Trenton	Reg. # 200061	June 23, 1925
Specialty Brands of America, Inc.	O.T.C.	Reg. # 206118	Nov. 24, 1925