

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
Health Valley Company		06/11/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AMI Operating, Inc.		
Street Address:	110 S. Lawton Street		
City:	Hereford		
State/Country:	TEXAS		
Postal Code:	79045		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2357259	GONE NUTS	
Registration Number:	2364230	BANANA GONE NUTS!	
Registration Number:	1608425	BREADSHOP'S	
Registration Number:	1876793	BREADSHOP'S	
CORRESPONDENCE DATA			
Fax Number:	(973)624-7070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-622-4444		
Email:	rsmith@mccarter.com		
Correspondent Name:	Robert W. Smith, Esq.		
Address Line 1:	Four Gateway Center,		
Address Line 2:	100 Mulberry Street		
Address Line 4:	Newark, NEW JERSEY 07102		
ATTORNEY DOCKET NUMBER:	36452/56 (RWS-0406)		
NAME OF SUBMITTER:	Robert W. Smith		

CH \$115.00 2357259

900164496

TRADEMARK
REEL: 004223 FRAME: 0776

Signature:	/robertwsmith/
Date:	06/14/2010
Total Attachments: 2 source=Health Valley Company to AMI Operating, Inc#page1.tif source=Health Valley Company to AMI Operating, Inc#page2.tif	

ASSIGNMENT OF TRADEMARKS AND GOODWILL

This Assignment is made effective as of the 11th day of June, 2010, by and between HEALTH VALLEY COMPANY., a corporation duly organized and existing under the laws of the State of Delaware, with offices at 58 South Service Road, Suite 250, Melville, New York 11747 USA ("Assignor") and AMI OPERATING, INC., a Texas corporation with offices at 110 S. Lawton Street, Hereford, Texas 79045 USA ("Assignee").

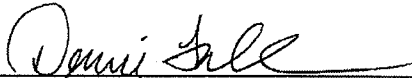
WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademark and trademark registration listed and/or described on Appendix A attached hereto and made a part hereof (the "Marks"), and all common law rights to the Mark and all of the goodwill associated with the Mark; and

NOW THEREFORE, for the sum of one dollar (\$1.00), and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, grant and convey to Assignee all right, title and interest, including common law rights, in the Marks, and all issued registrations with respect to same, as well as the goodwill related to the Marks and the right to sue for past infringement of the Marks. Assignor will execute any and all further documents necessary to transfer to Assignee title in and to the Marks.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment on the day and year first above written.

ASSIGNOR

HEALTH VALLEY COMPANY

By: 

Name: Denise Faltischek

Title: General Counsel

APPENDIX A

US Trademark

MARK	REGISTRATION NO.	REGISTRATION DATE
GONE NUTS	2,357,259	June 13, 2000
BANANA GONE NUTS!	2,364,230	July 4, 2000
BREADSHOP'S	1,608,425	July 31, 1990
BREADSHOP'S	1,876,793	January 31, 1995

ME1 10133858v.1