

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
California Churros Corporation		06/10/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	J&J Snack Foods Corp.		
Street Address:	6000 Central Highway		
City:	Pennsauken		
State/Country:	NEW JERSEY		
Postal Code:	08109		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3638880	PACIFIC COAST PRETZEL	
CORRESPONDENCE DATA			
Fax Number:	(561)847-7801		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	561-847-7800		
Email:	wpbtrademark@novakdruce.com		
Correspondent Name:	J. Rodman Steele, Jr.		
Address Line 1:	525 Okeechobee Boulevard, 15th Floor		
Address Line 2:	NOVAK DRUCE + QUIGG LLP		
Address Line 4:	West Palm Beach, FLORIDA 33401		
ATTORNEY DOCKET NUMBER:	207-0 (19098.0001)		
NAME OF SUBMITTER:	J. Rodman Steele, Jr.		
Signature:	/J. Rodman Steele, Jr./		
Date:	06/16/2010		

OP \$40.00 3638880

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into this 10th day of June, 2010 by and between California Churros Corporation, a California corporation having an address of 751 Via Lata, Colton, California 92324 ("Assignor") and J&J Snack Foods Corp., a New Jersey corporation having an address of 6000 Central Highway, Pennsauken, New Jersey 08109 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth on Schedule 1 attached hereto and incorporated herein by this reference, including all common law trademark rights in the marks and any applications and registrations therefor (the "Marks");

WHEREAS, Assignee is acquiring the business of Assignor related to these trademarks and the parties have concurrently entered into an Asset Purchase Agreement where under Assignee has acquired the business of Assignor, including the Marks, and Assignor is selling and assigning the Marks to Assignee.

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby sells, transfers, conveys and assigns to Assignee, and Assignee hereby accepts from Assignor, all right title, and interest in and to the Marks together with the goodwill associated with the Marks, including any trademark registrations thereof and applications therefor, as well as all common law rights thereto. Assignee shall have the sole right to sue and collect damages and/or profits for both past and present infringements of the Marks.
2. Assignor, at its own cost and expense, shall record a fully executed copy of this Assignment with the United States Patent and Trademark Office and any other agency having jurisdiction over the ownership of the Marks, including all foreign trademark offices.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed by their respective duly authorized representatives as of the day and year above written.

ASSIGNOR:

Jorge D. Martinez

By: _____

Name:
Title:

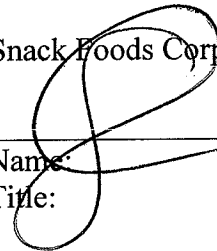


ASSIGNEE:

J&J Snack Foods Corp.

By: _____

Name:
Title:



SCHEDULE 1

Trademarks

Trademark

Registration/Application No.

Pacific Coast Pretzel

Reg. No. 3,638,880