

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                                     |                           |
|----------------------------------|--|-------------------------------------|---------------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                                     |                           |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                                     |                           |
| <b>CONVEYING PARTY DATA</b>      |  |                                     |                           |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b>               | <b>Entity Type</b>        |
| Jorge D. Martinez                |  | 06/10/2010                          | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>      |  |                                     |                           |
| <b>Name:</b>                     | J&J Snack Foods Corp.  |                                     |                           |
| <b>Street Address:</b>           | 6000 Central Highway   |                                     |                           |
| <b>City:</b>                     | Pennsauken   |                                     |                           |
| <b>State/Country:</b>            | NEW JERSEY   |                                     |                           |
| <b>Postal Code:</b>              | 08109  |                                     |                           |
| <b>Entity Type:</b>              | CORPORATION: NEW JERSEY  |                                     |                           |
| <b>PROPERTY NUMBERS Total: 9</b> |  |                                     |                           |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>                    |                           |
| Registration Number:             | 3618663  | CALIFORNIA CHURROS SINCE 1980       |                           |
| Registration Number:             | 3229357  | CALIFORNIA CHURROS                  |                           |
| Registration Number:             | 3346481  |                                     |                           |
| Registration Number:             | 3346482  |                                     |                           |
| Registration Number:             | 2739585  | CHURRO LOCO                         |                           |
| Registration Number:             | 2044589  | CALIFORNIA CHURROS                  |                           |
| Serial Number:                   | 77712159   | SUPER CALIFORNIA CHURROS            |                           |
| Serial Number:                   | 77687423   | TWISTED CHURRO                      |                           |
| Serial Number:                   | 77686789   | CALIFORNIA CHURROS THE TASTE OF FUN |                           |
| <b>CORRESPONDENCE DATA</b>       |  |                                     |                           |
| <b>Fax Number:</b>               | (561)847-7801  |                                     |                           |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                     |                           |
| <b>Phone:</b>                    | 561-847-7800   |                                     |                           |
| <b>Email:</b>                    | wpbtrademark@novakdruce.com  |                                     |                           |
| <b>Correspondent Name:</b>       | J. Rodman Steele, Jr.  |                                     |                           |

OP \$240.00 3618663

**900164850**

**TRADEMARK  
 REEL: 004226 FRAME: 0112**

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 ASSGN. FRM MARTINEZ |
| NAME OF SUBMITTER:      | J. Rodman Steele, Jr.     |
| Signature:              | /J. Rodman Steele, Jr./   |
| Date:                   | 06/16/2010                |

**Total Attachments: 2**

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source=207-0 Trademark Assignment from Martinez to JJSF (P0064194)#page2.tif

**TRADEMARK ASSIGNMENT**

This Trademark Assignment (the "Assignment") is entered into this 10<sup>th</sup> day of June, 2010 by and between Jorge D. Martinez, an individual 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.

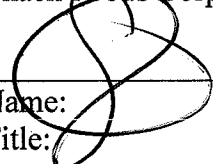
**ASSIGNOR:**

Jorge D. Martinez

By:   
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**ASSIGNEE:**

J&J Snack Foods Corp.

By:   
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**SCHEDULE 1**

**Trademarks**

**Trademark**

**Registration/Application No.**

|  |                     |
|--|---------------------|
| CALIFORNIA CHURROS SINCE 1980 (and Design) | Reg. No. 3,618,663  |
| CALIFORNIA CHURROS<br>DESIGN ONLY          | Reg. No. 3,229,357  |
| DESIGN ONLY                                | Reg. No. 3,346,481  |
| CHURRO LOCO                                | Reg. No. 3,346,482  |
| CALIFORNIA CHURROS (and Design)            | Reg. No. 2,739,585  |
| CALIFORNIA CHURROS (and Design)            | Reg. No. 2,044,586  |
| CALIFORNIA SUPER CHURROS (and Design)      | Reg. No. 2,044,589  |
| TWISTED CHURRO (and Design)                | App. No. 77/712,159 |
| CALIFORNIA CHURROS THE TASTE OF FUN        | App. No. 77/687,423 |
|  | App. No. 77/686,789 |

