

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		CHANGE OF NAME	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Nalley's Canada Limited		05/12/2010	Limited company: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shearer's Foods Canada, Inc.		
<b>Street Address:</b>	1030 West Georgia Street, Suite 1900		
<b>City:</b>	Vancouver, BC		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	V6E 2Y3		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77883154	SIMPLY BANANA	
<b>Serial Number:</b>	77883156	SIMPLY OLIVES	
<b>Serial Number:</b>	77833381	SNACKING MADE SIMPLE	
<b>Serial Number:</b>	77726578	SIMPLY RICE	
<b>Serial Number:</b>	77883158	SIMPLY COCONUT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(503)778-5299		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(503) 778-5311		
<b>Email:</b>	sheilamorrison@dwt.com, kristinecalhoun@dwt.com		
<b>Correspondent Name:</b>	Sheila Fox Morrison		
<b>Address Line 1:</b>	Davis Wright Tremaine LLP		
<b>Address Line 2:</b>	1300 SW Fifth Avenue, Suite 2300		
<b>Address Line 4:</b>	Portland, OREGON 97201		
<b>ATTORNEY DOCKET NUMBER:</b>	43256-79		

CH \$140.00 77883154

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Kristine Calhoun, Davis Wright Tremaine
Signature:	/Kristine Calhoun/
Date:	09/20/2010
Total Attachments: 0	

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