

**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>
Juice Pac, Inc.		07/13/2010	CORPORATION: KENTUCKY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SENSORYEFFECTS FLAVOR COMPANY		
<b>Street Address:</b>	24 NORTH CLINTON STREET		
<b>City:</b>	DEFIANCE		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	43512		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3210942	ATOMIC BLAST	
<b>Registration Number:</b>	3210943	BLUE BERRY PI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)659-4832		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	214-659-4578		
<b>Email:</b>	nealk@aklp.com		
<b>Correspondent Name:</b>	Michele P. Schwartz		
<b>Address Line 1:</b>	1717 Main Street		
<b>Address Line 2:</b>	Suite 3700		
<b>Address Line 4:</b>	Dallas, TEXAS 75201		
<b>ATTORNEY DOCKET NUMBER:</b>	169353		
<b>NAME OF SUBMITTER:</b>	Michele P. Schwartz		
<b>Signature:</b>	/Michele P. Schwartz/		

CH \$65.00 3210942

Date:

09/23/2010

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, JUICE PAC, INC., a Kentucky corporation ("Assignor"), is using or has used and is the owner of those certain trademarks as listed on **Schedule A** annexed hereto (the "Marks"); and

WHEREAS, SENSORYEFFECTS FLAVOR COMPANY, a Delaware corporation ("Assignee"), is desirous of acquiring the entire right, title, and interest in and to the Marks which is owned by Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks throughout the world and all registrations and pending applications therefore, in all countries throughout the world, together with all causes of action for any and all previously or later occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor further agrees to execute any and all documents necessary or desirable to properly vest full right, title and interest in and to the Marks throughout the world in the name of Assignee and its successors and assigns or which may be necessary to obtain, maintain, issue or enforce said Marks.

Assignor also hereby grants Assignee the power to insert on this Trademark Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office or foreign trademark office for recordation of this document.

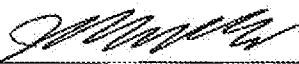
*Signature page follows.*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment Agreement to be executed by their duly authorized representatives on this 13th day of July, 2010.

**SENSORYEFFECTS FLAVOR COMPANY**

By:   
Name: Charles A. Nicolini  
Title: CEO

**JUICE PAC, INC.**

By:   
Name: Jeffrey M Bonds  
Title: Vice President

Schedule A to Trademark Assignment Agreement by Juice Pac, Inc.

<u>MARK</u>	<u>REGISTRATION</u>
Atomic Blast	3210942
Blue Berry Pi	3210943
Punch-uation!	2103347
The Grapes Of Math	2101526
A+ For Apple	n/a
Atomic Orange	n/a
Juice Pac	n/a

JB