

**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>                  |
| Violet Packing LLC               |  | 09/30/2010              | LIMITED LIABILITY COMPANY: DELAWARE |
| <b>RECEIVING PARTY DATA</b>      |  |                         |                                     |
| <b>Name:</b>                     | Tast-I-Twist Bakers, Inc.  |                         |                                     |
| <b>Street Address:</b>           | 2200 Bleecker Street   |                         |                                     |
| <b>City:</b>                     | Utica  |                         |                                     |
| <b>State/Country:</b>            | NEW YORK   |                         |                                     |
| <b>Postal Code:</b>              | 13501  |                         |                                     |
| <b>Entity Type:</b>              | CORPORATION: NEW YORK  |                         |                                     |
| <b>PROPERTY NUMBERS Total: 3</b> |  |                         |                                     |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>        |                                     |
| <b>Serial Number:</b>            | 77624726   | BE A PART OF THE FAMILY |                                     |
| <b>Serial Number:</b>            | 77624668   | MAKING DOUGH FOR YOU    |                                     |
| <b>Serial Number:</b>            | 77624711   | TASTES YOU REMEMBER     |                                     |
| <b>CORRESPONDENCE DATA</b>       |  |                         |                                     |
| <b>Fax Number:</b>               | (703)836-7419  |                         |                                     |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                         |                                     |
| <b>Email:</b>                    | bassam.ibrahim@bipc.com  |                         |                                     |
| <b>Correspondent Name:</b>       | Bassam N. Ibrahim  |                         |                                     |
| <b>Address Line 1:</b>           | P.O. Box 1404  |                         |                                     |
| <b>Address Line 4:</b>           | Alexandria, VIRGINIA 22313-1404  |                         |                                     |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 1030994-000044   |                         |                                     |
| <b>NAME OF SUBMITTER:</b>        | Bassam N. Ibrahim  |                         |                                     |
| <b>Signature:</b>                | /Bassam N. Ibrahim/  |                         |                                     |

OP \$90.00 77624726

Date:

09/30/2010

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made by Violet Packing LLC, a limited liability company organized and existing under the laws of Delaware, U.S.A. having a place of business at 123 Railroad Avenue, Williamstown, NJ 08094, U.S.A. (hereinafter "Assignor") in favor of Tast-I-Twist Bakers, Inc. a corporation organized and existing under the laws of New York, U.S.A., and having a place of business at 2200 Bleecker Street, Utica, New York 13501, U.S.A. hereinafter "Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademarks and U.S. trademark applications and all of the marks listed in the attached Schedule A (the "Marks");

WHEREAS, Assignee is desirous of acquiring Assignor's interest in the trademarks listed in attached Schedule A, together with the goodwill of the business symbolized in which the marks is used, or with the portion of the business to which the marks pertain, or with that part of the good will of the business connected with the use of and symbolized by the marks and the U.S. applications listed on the attached Schedule A.

NOW THEREFORE, be it known that, for and in consideration of good and valuable consideration, the receipt of which Assignee acknowledges, the parties hereto agree as follows:

1. This Assignment covers: (a) the Marks and U.S. applications, to together with the goodwill of the business symbolized in which the marks is used, or with the portion of the business to which the marks pertain, or with that part of the good will of the business connected with the use of and symbolized by the marks; (b) any extension or renewal of any such resulting registration; (c) all common law rights; and (d) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing.

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Marks, and Assignor hereby authorizes and requests any official of any country whose duty it is to issue registrations thereon to issue same to Assignee, its successors and assigns, in accordance with the terms of this Assignment.

3. Assignor hereby covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment.

4. Assignor further covenants and agrees that it will, without further consideration, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the Marks in Assignee, its successors or assigns, in all countries, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

5. Assignor further covenants and agrees to cooperate with and assist Assignee in obtaining, enforcing, and defending Assignee's rights in the Assigned Intellectual Property, including without limitation, in proceedings before any court or tribunal, the United States Patent and Trademark Office, or any other agency or authority.

IN WITNESS WHEREOF, the said Assignor has executed this Assignment.

Violet Packing LLC

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## SCHEDULE A

| MARK                    | Application No. | Filing Date      |
|-------------------------|-----------------|------------------|
| BE A PART OF THE FAMILY | 77/624,726      | December 2, 2008 |
| MAKING DOUGH FOR YOU    | 77/624,668      | December 2, 2008 |
| TASTES YOU REMEMBER     | 77/624,711      | December 2, 2008 |