

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
L.S.I., Inc. - Mankato		10/05/2010	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Link Snacks, Inc.		
Street Address:	One Snackfood Lane		
City:	Minong		
State/Country:	WISCONSIN		
Postal Code:	54859		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3723095	MOM APPROVED QUALITY COOL SEAL PNR PROOF OF PURCHASE	
Registration Number:	3723094	PNR PIONEER BRAND RIP INTO IT BEEF JERKY	
Registration Number:	3636356	RIP INTO IT	
Registration Number:	1930358	PIONEER	
Registration Number:	2857291	PIONEER BRAND	
Registration Number:	3077202	ROAD READY CANISTER SNACKS	
Registration Number:	1950583	SKINNY JOE SPICY SNAK-STIK	
Registration Number:	1870705	SKINNY JOE	
CORRESPONDENCE DATA			
Fax Number:	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-332-5300		
Email:	slindemeier@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		

OP \$215.00 3723095

Address Line 1: P.O. Box 2910
Address Line 4: Minneapolis, MINNESOTA 55402-0910

NAME OF SUBMITTER:	Scott W. Johnston
Signature:	/SWJ/
Date:	10/06/2010

Total Attachments: 3
source=2010 10 05 Assignment from LSI Mankato to Link Snacks#page1.tif
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ASSIGNMENT

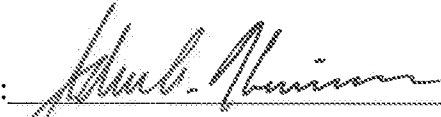
WHEREAS, L.S.I., Inc. - Mankato, a Wisconsin corporation having a principal place of business at 1802 1st Avenue, Mankato, Minnesota (hereinafter called "Assignor"), owns the entire right, title and interest in the trademarks shown on the attached Exhibits A and B (the "Marks"); and

WHEREAS, Link Snacks, Inc., a Wisconsin corporation having a principal place of business at One Snack Food Lane, Minong, Wisconsin 54859-4405 (hereinafter called "Assignee"), is desirous of acquiring said Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its entire right, title and interest, worldwide in and to said Marks, including the trademark applications and registrations, and all common law trademark rights in said Marks, and with the goodwill and other incidents of its business associated with or symbolized by said Marks. Assignor agrees to take all actions, execute additional documents and to otherwise cooperate as requested by Assignee as is necessary or reasonable to assign, transfer, perfect, record, maintain, register or enforce the rights of Assignee in and to the Marks, at the expense of Assignee.

L.S.I., INC. - MANKATO

Date: October 5, 2010

By: 

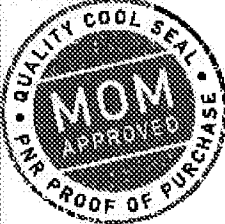



Printed Name: JOHN A. HERMETER

Title: CFO

TRADEMARK


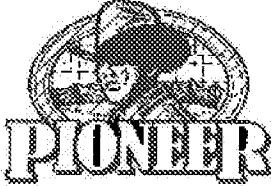
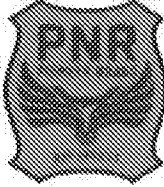
REEL: 004290 FRAME: 0715

EXHIBIT A

Trademark	Ser./Reg./App. No.	Full Goods/Services
	SN:77-415245 RN:3,723,095	(Int'l Class: 29) Meat-based snack foods; jerky
	SN:77-415205 RN:3,723,094	(Int'l Class: 29) Meat-based snack foods; jerky
RIP INTO IT	SN:77-415218 RN:3,636,356	(Int'l Class: 29) Meat-based snack foods; jerky
PIONEER	SN:74-134005 RN:1,930,358	(Int'l Class: 29) Beef jerky and sausage sticks
	SN:76-424248 RN:2,857,291	(Int'l Class: 29) Beef jerky and sausage sticks
ROAD READY CANISTER SNACKS	SN:76-594949 RN:3,077,202	(Int'l Class: 29) Meat snacks in the nature of sausage sticks
	SN:74-572025 RN:1,950,583	(Int'l Class: 29) Sausage sticks and beef jerky
SKINNY JOE	SN: 74/437926 RN: 1,870,705	(Int'l Class: 29) Beef jerky and sausage sticks

Handwritten mark

EXHIBIT B

Trademark	Ser./Reg./App. No.	Full Goods/Services
	SN:74-150654 RN:1,953,881	(Int'l Class: 30) Beef jerky and sausage sticks
	SN:76-308079 RN:2,620,937	(Int'l Class: 29) Meat snacks; namely beef jerky
	Common Law Trademark	

JF