

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Notice of Release of Trademark Security Interest

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PCM Agent, LLC		11/30/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Wise Foods, Inc.
Street Address:	228 Raseley Street
City:	Berwick
State/Country:	PENNSYLVANIA
Postal Code:	18603
Entity Type:	CORPORATION: DELAWARE

Name:	PEP Snack Foods, Inc.
Street Address:	228 Raseley Street
City:	Berwick
State/Country:	PENNSYLVANIA
Postal Code:	18603
Entity Type:	CORPORATION: DELAWARE

Name:	WFI, Inc.
Street Address:	228 Raseley Street
City:	Berwick
State/Country:	PENNSYLVANIA
Postal Code:	18603
Entity Type:	CORPORATION: DELAWARE

Name:	Moore's Quality Snack Foods, Inc.
Street Address:	228 Raseley Street
City:	Berwick
State/Country:	PENNSYLVANIA

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Postal Code:	18603
Entity Type:	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 33

Property Type	Number	Word Mark
Registration Number:	1659915	BIG MUNCH!
Registration Number:	1434129	BRAVOS
Registration Number:	0644839	CHEEZ DOODLES
Registration Number:	3839588	CHEEZ DUDES
Registration Number:	0690326	DIPSY DOODLES
Registration Number:	2476347	DIZZY DOODLES
Registration Number:	1747875	DOODLE O'S
Registration Number:	1793250	DOODLES
Registration Number:	3465062	FOX Z. DOODLE
Registration Number:	0849904	GADGETS
Registration Number:	1318386	MOORE'S
Registration Number:	1086546	MOORE'S
Registration Number:	2524803	NACHO TWISTERS
Registration Number:	1398687	NEW YORK DELI POTATO CHIPS
Registration Number:	1396992	NEW YORK DELI
Registration Number:	0669985	"PEPPY"
Registration Number:	1501540	Q
Registration Number:	1502387	QUINLAN
Registration Number:	1314859	
Registration Number:	0624150	RIDGIES
Registration Number:	1286199	RIDGIES
Registration Number:	3812425	SNACK LOUD! SNACK PROUD!
Registration Number:	3812426	SNACK LOUD! SNACK PROUD!
Registration Number:	2325068	WISE
Registration Number:	2105371	
Registration Number:	2325069	WISE
Registration Number:	2054967	WISE CHOICE
Registration Number:	3402320	WISE CHOICES
Registration Number:	3405949	WISE CHOICES
Registration Number:	2929463	WISE COTTAGE CUTS

Registration Number:	2102108	WISECRACKERS
Registration Number:	0705034	WISE
Serial Number:	76698684	CHEEZ DUDES

CORRESPONDENCE DATA

Fax Number: (213)430-6407
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (213) 430-8308
Email: sgordon@omm.com
Correspondent Name: Shari L. Gordon
Address Line 1: 400 S. Hope Street
Address Line 2: 18th Floor
Address Line 4: Los Angeles, CALIFORNIA 90071-2899

ATTORNEY DOCKET NUMBER:	943,635-8
NAME OF SUBMITTER:	Shari L. Gordon
Signature:	/Shari L. Gordon/
Date:	12/02/2010

Total Attachments: 4
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Secured Party: PCM Agent, LLC, as Agent (the "Agent"), under the grant of a security interest in United States trademarks pursuant to the Amended and Restated IP Security Agreement dated as of September 15, 2009 (as amended, restated, modified and/or supplemented, the "IP Security Agreement"), by and among Wise Foods, Inc., a Delaware corporation (the "Note Issuer"), PEP Snack Foods, Inc., a Delaware corporation ("Parent"), the subsidiaries of the Note Issuer party thereto (collectively with the Note Issuer and the Parent, the "Grantors"), and the Agent.

NOTICE OF RELEASE OF TRADEMARK SECURITY INTEREST

Commissioner of Patents & Trademarks
Box Assignments
Washington, DC 20231

Dear Sir or Madam:

Notice is hereby given that any right, title or interest of the Agent in the trademarks and trademark applications listed on the attached Schedule A (the "Marks") (and in the goodwill of the business associated with and symbolized by said Marks), pursuant to the above-identified grant or otherwise, is hereby released, terminated, extinguished and otherwise restored to the Grantors, along with all associated goodwill, as of the date stated below.

Furthermore, the Agent declares any right, title or interest (including any claim of ownership) of any of the secured parties under the IP Security Agreement or otherwise, to the extent such right, title or interest are in the Marks (and in the goodwill of the business associated with and symbolized by said Marks), to be hereby released, terminated and extinguished.

Dated: November 30, 2010

Respectfully submitted,

PCM AGENT, LLC

By: 

Name: Kevin L. Raymond
Title: Chief Financial Officer

[Notice of Release of Trademark Security Interest]

**SCHEDULE A
TO NOTICE OF RELEASE OF TRADEMARK SECURITY INTEREST**

© United States Trademarks

Owner: Wise Foods Inc.

Trademark	Application Number	Application Date	Registration Number	Registration Date	International Class - Goods
Big Munch!	74/078,021	7/13/90	1,659,915	10/8/91	29 -- potato chips 30 -- corn chips, tortilla chips, baked and fried cheese flavored corn snack twists and popped cheese popcorn
Bravos	596,432	5/2/86	1,434,129	3/24/87	30 -- tortilla chips
Cheez Doodles	72/009,531	6/4/56	644,839	4/30/57	30 -- cheese flavored corn curls
Cheez Dudes and Design	76/698,683	7/29/09	3/839,588	8/31/10	30 -- cheese flavored puffed corn snacks and cheese flavored crunchy corn snacks
Dipsy Doodles	58,208	9/2/58	690,326	12/22/59	30 -- corn chips
Dirzy Doodles	75/679,291	4/8/99	2,476,347	8/7/01	30 -- corn based snack foods
Doodle O's	74/222,369	11/18/91	1,747,873	1/19/93	30 -- puffed corn snacks
Doodles	74/298,408	7/27/02	1,793,230	9/14/93	30 -- fried corn puffs and baked corn puffs
Fox Z. Doodle	76/684,560	12/3/07	3,465,062	7/15/08	30 -- puffed snack products -- namely, puffed snacks made from wheat
Gadgets	72/265,797	3/2/1967	849,904	5/28/68	30 -- puffed snack products -- namely, puffed snacks made from wheat
Moore's	73/449,282	10/24/83	1,318,386	2/5/85	29 -- potato chips, corn chips, tortilla chips, salted peanuts, pork skins, beef jerky, beef sausage 30 -- peanut butter, crackers, plain and cheese popped corn, cheese flavored puffed corn snacks and pretzels
Moore's M and Design	73/122,013	4/7/77	1,086,546	2/28/78	29 -- potato chips, corn chips and pork skins 30 -- popped corn, cheese flavored puffed corn snacks and pretzels
Nacho Twisters	76/168505	11/20/00	2,524,803	1/1/02	30 -- corn based snacks
New York Deli Potato Chips in Circular Logo	73/333,378	4/22/85	1,398,687	6/24/86	29 -- potato chips
New York Deli	73/535,587	5/3/85	1,396,992	6/10/86	29 -- potato chips
Peppy and Owl Design	33,313	7/5/57	669,985	11/18/58	29 -- potato chips
Q & Design	73/696,406	11/19/87	1,501,540	8/23/88	30 -- pretzels
Quintan	696,405	11/19/87	1,502,387	8/30/88	30 -- pretzels
Rep. Of Owl	73/386,014	9/16/82	1,314,859	1/15/85	29 -- potato chips

Remark	Application Number	Application Date	Registration Number	Registration Date	International Class - Goods
Ridgies (Stylized Letters)	71/686,712	5/2/55	624,150	3/27/56	29 -- potato chips
Ridgies	73/428,290	6/1/83	1,286,199	7/17/84	29 -- potato chips
Snack Loud! Snack Proud!	76/700,483	11/23/09	3,812,425	7/6/10	29 -- snacks, namely, potato chips
Snack Loud! Snack Proud!	76/700,484	11/23/09	3,812,426	7/6/10	29 -- snacks, namely, corn snacks and cheese flavored corn snacks
Wise	75/181,571	10/15/96	2,325,068	3/7/00	29 -- snacks, namely, potato chips, onion rings, fried pork rinds, processed nuts, dry dip mix, and non-dairy based canned dips 30 -- snacks, namely, cheese flavored corn puffs, tortilla chips, popped popcorn, corn chips, cheese snack crackers, cookies and brownies
Wise Owl Logo	75/181,572	10/15/96	2,105,371	10/14/97	29 -- snacks, namely potato chips, onion rings, fried pork rinds, processed nuts, dry dip mix, and non dairy-based canned dips 30 -- snacks, namely cheese-flavored corn puffs, tortilla chips, popped popcorn, corn chips, cheese snack crackers, peanut butter snack crackers, cookies and brownies
Wise & Wise Owl Logo	75/181,573	10/15/96	2,325,069	3/7/00	29 -- snacks, namely, potato chips, onion rings, fried pork rinds, processed nuts, dry dip mix, and non-dairy based canned dips 30 -- snacks, namely cheese flavored corn puffs, tortilla chips, popped popcorn, corn chips, cheese snack crackers, cookies and brownies
Wise Choice	75/094,527	4/19/96	2,054,967	4/22/97	29 -- potato chips 30 -- popped popcorn, corn chips, tortilla chips, cheese flavored baked corn puffs and pretzels
Wise Choices	76/673,164	2/26/07	3,402,320	3/25/08	29 -- potato chips
Wise Choices	76/673,163	2/26/07	3,405,949	4/1/08	30 -- corn based snack foods, namely, cheese flavored corn puffs, tortilla chips, popped popcorn, corn chips, cheese snack crackers and pretzels
Wise Cottage Cuts	76/539,188	8/21/03	2,929,463	3/1/05	29 -- potato based snack foods
Wisecrackers	75/047663	1/24/96	2,102,108	9/30/97	30 -- crackers
Wise & Design	88,885	1/12/60	705,034	9/27/60	29 -- potato chips

○ Pending Trademark Applications -- United States

Trademark	Application Number	Application Date	Registration Number	Registration Date	International Class - Goods
Cheez Dudes	76/698,684	7/29/09	---	---	30 cheese-flavored puffed corn snacks and cheese-flavored crunchy corn snacks.

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RECORDED: 12/02/2010

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