

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Princeton Vanguard, LLC		11/15/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	M&I Marshall & Ilsley Bank		
Street Address:	770 North Water Street		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53202		
Entity Type:	Wisconsin Banking Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77885800	NOT YOUR CHILDHOOD PRETZEL	
CORRESPONDENCE DATA			
Fax Number:	(414)278-3763		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-225-7563		
Email:	pbergin@dkattorneys.com		
Correspondent Name:	Patrick M. Bergin		
Address Line 1:	111 E. Kilbourn Avenue		
Address Line 2:	Suite 1400		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	10281.99908		
NAME OF SUBMITTER:	Patrick M. Bergin		
Signature:	/Patrick M. Bergin/		

CH \$40.00 77885800

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**TRADEMARK
 REEL: 004427 FRAME: 0542**

Date:

12/07/2010

Total Attachments: 4

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**NOTICE OF GRANT OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY**

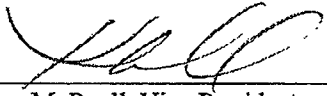
United States Patent and Trademark Office, United States Copyright Office
or foreign filing office

Please be advised that pursuant to a Grant of Security Interest in Intellectual Property dated as of November 15, 2010 (the "Security Agreement"), by The Snack Factory, LLC, a Delaware limited liability company ("Company"), Snack Factory, LLC, a New Jersey limited liability company ("Snack Factory"), Princeton Vanguard, LLC, a Delaware limited liability company ("Princeton Vanguard") (Company, Snack Factory and Princeton Vanguard each individually and collectively the "Borrower") and M & I Marshall & Ilsley Bank, (the "Lender"), the Borrower has granted to the Lender a continuing security interest in and continuing lien upon the patents and/or patent applications, trademarks and/or trademark applications and registered copyrights listed on Exhibits A, B and C, respectively, hereto.

The Lender hereby acknowledges that the security interest in the foregoing identified intellectual property: (i) may only be terminated in accordance with the terms of the Security Agreement; and (ii) is not to be construed as a present assignment of any such intellectual property.

Very truly yours,

PRINCETON VANGUARD, LLC

By: 
Kara M. Roell, Vice President

SCHEDULE B

MARK	STATUS	SER. NO/ REG.	COUNTRY
IT'S ALL ABOUT THE CRUNCH!	Registered 11/4/2008	Reg. No. 3528180 77/097,799	USA
THE WORLD'S FIRST PRETZEL CRACKER	Registered 7/31/2007	Reg. No. 3273012	USA
PRETZEL CRISPS	Registered 10/20/2004	Reg. No. 1026046	Australia
PRETZEL CRISPS	Registered 05/03/2007	Reg. No. TMA686,821	Canada
THE SNACK FACTORY	Registered 4/28/2006	Reg. No. 2406006	Great Britain
PRETZEL CRISPS (STYLIZED)	Registered 04/10/2008	Reg. No. 5855614	CTM
THE SNACK FACTORY	Registered 08-15-2006	Reg. No. 3,128,716	US
PRETZEL CRISPS	Petition to Cancel filed by Frito-Lay North America, Inc. on 9/10/2010, Answer filed on 11/10/2009 Supplemental 07/26/2005	Supplemental Reg. No. 2,980,303	US
PRETZEL CRISPS (STYLIZED)	Filed 05/29/2007. Pending; Notice of Opposition filed by Frito-Lay North America Inc. on 05/22/2009; Answer to Opposition filed on 06/24/2009	Ser. no. 77/192,054	US
PRETZEL CRISPS (STYLIZED)	Registered 11/14/2008	Reg. No. 5180084	Japan

Two Hole Pretzel & Bag Design	Registered 1/15/2009	Reg. No. 581678	Switzerland
IRRESISTIBLY CRUNCHY. NATURALLY THIN. DELICIOUSLY GOURMET.	Registered 11/18/2008	Reg. No. 3,535,211	US
BAG Design	Registered 2/24/2009	Reg. No. 3,579,225	US
3 hole pretzel cracker product configuration trademark	Filed 06/23/2008. Pending; Notice of Opposition filed by Frito-Lay North America Inc. on 04/20/2009; Answer to Opposition filed on 06/01/2009	Ser.no.77/505,420	US
3 hole cracker design trademark	Pending : Affidavit received by Canadian Agent November 11, 2010	Ser. no. 1422554	CANADA
THE BEST PART OF THE PRETZEL	Notice of Allowance 6/22/2010	77/885,616 12/3/2009	US
RE-THINK YOUR PRETZEL	Notice of Allowance 6/22/2010	77/885,817 12/3/2009	US
THE BEST OF THE PRETZEL	Notice of Allowance 6/22/2010	77/885,828 12/3/2009	US
PRETZEL CRISPS	Filed 12/11/2009. Opposition filed by Frito-Lay North America Inc. on July 2, 2010, Answer filed on 8/13/2010	76/700,802 12/11/2009	US

RETHINK YOUR PRETZEL	Notice of Allowance 6/22/2010	77/896,058 12/17/2009	
RETHINK YOUR PRETZEL!	Notice of Allowance 6/22/2010	77/905,977 01/06/2010	US
SNACK FACTORY	Notice of Allowance 6/22/2010	77/908,911 01/11/2010	US
RETHINK TANK	Filing In Progress		
DELIGHT IN A BAG	Notice of Allowance 6/22/2010	77/886,163 12/4/2009	US
TASTE THE NEW TWIST	Notice of Allowance 6/22/2010	77/886,112 12/4/2009	US
NOT YOUR CHILDHOOD PRETZEL	Notice of Allowance 6/22/2010	77/885,800 12/3/2009	US
NOT YOUR FATHER'S PRETZEL	Notice of Allowance 6/22/2010	77/885,653 12/3/2009	US