

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Link Snacks, Inc.		01/12/2011	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JPMorgan Chase Bank, N.A., as Collateral Agent		
<b>Street Address:</b>	10 SOUTH DEARBORN		
<b>City:</b>	CHICAGO		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60603		
<b>Entity Type:</b>	NATIONAL BANKING ASSOCIATION: UNITED STATES		
<b>PROPERTY NUMBERS Total: 63</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3287149	JACK LINK FAMILY QUALITY GUARANTEE SINCE 1885	
Registration Number:	3257182	JACK LINK	
Registration Number:	3309934	MESSIN' WITH SASQUATCH	
Registration Number:	3332473		
Registration Number:	3353961	OLD WORLD SINCE 1885 DELI CUTS	
Registration Number:	3331657	REAL SATISFYING. REAL TENDER. REAL MEAT.	
Registration Number:	3317336	GOURMET BISON COMPANY	
Registration Number:	3123509	JACK LINK'S	
Registration Number:	3126428	X STICK	
Registration Number:	3109316	MEGA JERKY	
Registration Number:	3295009	MASTER RIDGE FARMS	
Registration Number:	3231305	MASTER RIDGE FARMS	
Serial Number:	78594072	JACK LINK	
Registration Number:	3216417	JL SIGNATURE MARINADE	

CH \$1590.00 3287149

Registration Number:	3036978	WORLD'S FINEST BEEF JERKY
Registration Number:	3395837	
Registration Number:	3276640	JACK LINK'S PREMIUM CUTS
Registration Number:	3178206	FEED YOUR WILD SIDE
Registration Number:	3573950	FEED YOUR WILD SIDE
Registration Number:	3163503	SCREAMIN' DEMON
Registration Number:	2983158	HOT HEAD
Registration Number:	2834550	X STICK
Registration Number:	2951317	LIL' CHUB
Serial Number:	77747553	SATISFY YOUR MEAT TOOTH
Serial Number:	77747546	SASQUATCH
Serial Number:	77624772	JACK TO SCHOOL
Serial Number:	77624765	DOUBLE JACK
Serial Number:	77610927	BRING THE HORNS
Serial Number:	77610925	SNACKS FOR THE BOLD
Serial Number:	77577648	MATADOR
Serial Number:	77568950	MATADOR
Registration Number:	3595892	FLAMIN' BUFFALO
Serial Number:	77306190	JERKY JACK'S
Serial Number:	77306188	BLACK JACK
Registration Number:	3609589	JACK LINK'S SMOKEHOUSE
Registration Number:	3466151	JACKPACK!
Registration Number:	3627724	SMART SNACK
Registration Number:	3466065	WORLD KITCHENS QUALITY MEATS
Registration Number:	3466064	WORLD KITCHENS QUALITY MEATS
Registration Number:	3466063	WORLD KITCHENS QUALITY MEATS
Registration Number:	3477313	THE SASQUATCH GAMES
Serial Number:	77775369	THE SASQUATCH BIG STICK
Registration Number:	3376650	THE POUNDER
Registration Number:	3373578	X-BITES
Registration Number:	2993708	WORLD KITCHENS
Registration Number:	2147622	JACK LINK'S
Registration Number:	2142005	KICKIN' CAJUN
Registration Number:	1872666	JACK LINK'S PICKLED PETE
Registration Number:	1910274	JACK LINK'S SNACK FOODS

Registration Number:	1741513	GENUINE KING B
Registration Number:	1763061	GENUINE KING B NATURALLY SMOKED
Registration Number:	1805463	BRONC BUSTER
Registration Number:	1533465	LONG TALL SALLY'S
Registration Number:	1371544	ROPE-A-RONI
Registration Number:	1188825	JERKY STUFF
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**

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*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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ATTORNEY DOCKET NUMBER:	36084-36920
NAME OF SUBMITTER:	Dusan Clark
Signature:	/Dusan Clark/
Date:	01/13/2011

**Total Attachments: 11**

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**TRADEMARK**

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**CONFIRMATORY GRANT OF SECURITY INTEREST  
IN UNITED STATES TRADEMARKS**

THIS CONFIRMATORY GRANT OF SECURITY INTEREST IN UNITED STATES TRADEMARKS (as may be amended, restated, supplemented or otherwise modified from time to time, the "Confirmatory Grant") is made effective as of January 12, 2011 by and from **LINK SNACKS, INC.**, a Wisconsin corporation (the "Grantor"), to and in favor of **JPMORGAN CHASE BANK, N.A.** (the "Grantee") as Collateral Agent for the Creditors (as defined in the Intercreditor Agreement referenced below).

WHEREAS, JLBH Holdings, Inc. ("Holdings"), the Grantor, as borrower, the institutions from time to time parties thereto as Lenders (the "Lenders") and the Grantee have entered into a Credit Agreement dated August 31, 2009 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement");

WHEREAS, Holdings, the Grantor, Prudential Investment Management, Inc., the Initial Purchasers named in the Purchaser Schedule attached thereto and each Prudential Affiliate which becomes a party thereto from time to time are party to that certain Note Purchase and Private Shelf Agreement, dated as of December 13, 2010 (as the same may be amended, restated, supplemented or otherwise modified from time to time, the "Note Purchase Agreement"; together with the Credit Agreement and the agreements, documents and instruments delivered in connection with any or all of the foregoing (as each may be amended, restated, supplemented or otherwise modified from time to time), the "Senior Indebtedness Documents");

WHEREAS, Grantee was appointed Collateral Agent (the "Collateral Agent") pursuant to that certain Intercreditor and Collateral Agency Agreement, dated as of December 13, 2010, by and among the Administrative Agent (on its behalf and on behalf of the Lenders), Grantee, and each of the "Noteholders" party thereto (as amended, restated, supplemented or otherwise modified from time to time, the "Intercreditor Agreement");

WHEREAS, Holdings, the Grantor, along with certain other Loan Parties, entered into a Pledge and Security Agreement dated August 31, 2009 (as amended, restated, supplemented or otherwise modified from time to time, the "Existing Security Agreement");

WHEREAS, Holdings, the Grantor, along with certain other Loan Parties, amended and restated the Existing Security Agreement in its entirety pursuant to that certain Amended and Restated Pledge and Security Agreement dated as of December 13, 2010 (as the same may be further amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement");

WHEREAS, the Grantor owns the trademarks listed on Exhibit A attached hereto (the "Trademarks"), which Trademarks are pending or registered with the United States Patent and Trademark Office;

WHEREAS, this Confirmatory Grant has been granted in conjunction with the security interest granted to Grantee under the Security Agreement. The rights and remedies of Grantee with respect to the security interest granted herein are without prejudice to and are in

addition to those set forth in the Security Agreement and the other Senior Indebtedness Documents, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Confirmatory Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern;

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed that:

1) Definitions. All capitalized terms not defined herein shall have the respective meaning given to them in the Security Agreement.

2) The Security Interest.

(a) This Confirmatory Grant is made to secure the satisfactory performance and payment of (i) all Obligations and (ii) all of the obligations and liabilities of the Loan Party Guarantors under the Loan Party Guaranty. Upon the payment in full of all Obligations (other than Unliquidated Obligations), Grantee shall promptly, upon such satisfaction, execute, acknowledge, and deliver to Grantor all reasonably requested instruments in writing releasing the security interest in the Trademarks acquired under the Security Agreement and this Confirmatory Grant.

(b) The Grantor hereby grants to Grantee a security interest in (1) all of Grantor's right, title and interest in and to the Trademarks now owned or from time to time after the date hereof owned or acquired by the Grantor, together with (2) all proceeds and products of the Trademarks, (3) the goodwill associated with such Trademarks, and (4) all causes of action arising prior to or after the date hereof for infringement of the Trademarks or unfair competition regarding the same.

3) Counterparts. This Confirmatory Grant may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

4) Governing Law. This Confirmatory Grant and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the law of the State of Illinois.

[Signature Page Follows]

IN WITNESS WHEREOF, the Grantor has executed this Confirmatory Grant of Security Interest effective as of the date first written above.



**LINK SNACKS, INC.**

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



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



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


CONFIRMATORY GRANT OF SECURITY INTEREST  
IN UNITED STATES TRADEMARKS  
Exhibit A - SCHEDULE OF TRADEMARKS



MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
<p>JACK LINK FAMILY QUALITY GUARANTEE SINCE 1885 <i>and Design</i></p> 	78978383	3/25/2005	3287149	8/28/2007
<p>JACK LINK <i>Block Letters</i></p> <p><b>JACK LINK</b></p>	78978213	3/24/2005	3257182	6/26/2007
<p>MESSIN' WITH SASQUATCH <i>Block Letters</i></p> <p>MESSIN' WITH SASQUATCH</p>	78940258	7/28/2006	3309934	10/9/2007
<p>SOUND ONLY MARK</p> <p><i>THE MARK CONSISTS OF REPEATING BEATS AND TONES WITH THE WORDING "OW OW OW" IMPOSED OVER SAID BEATS AND TONES</i></p>	78836719	4/18/2006	3332473	11/6/2007
<p>OLD WORLD SINCE 1885 DELI CUTS <i>and Design</i></p> 	78832644	3/8/2006	3353961	12/11/2007
<p>REAL SATISFYING. REAL TENDER. REAL MEAT. <i>Block Letters</i></p> <p>REAL SATISFYING. REAL TENDER. REAL MEAT.</p>	78745691	11/2/2005	3331657	11/6/2007
<p>GOURMET BISON COMPANY <i>Block Letters</i></p>	78745682	11/2/2005	3317336	10/23/2007









MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
GOURMET BISON COMPANY				
JACK'S LINKS <i>and Design</i>  	78691425	8/12/2005	3123509	8/1/2006
X STICK <i>Block Letters</i>  <p style="text-align: center;">X STICK</p>	78691408	8/12/2005	3126428	8/8/2006
MEGA JERKY <i>Block Letters</i>  <p style="text-align: center;">MEGA JERKY</p>	78669890	7/13/2005	3109316	6/27/2006
MASTER RIDGE FARMS <i>and Design</i>  	78666731	7/8/2005	3295009	9/18/2007
MASTER RIDGE FARMS <i>Block Letters</i>  <p style="text-align: center;">MASTER RIDGE FARMS</p>	78661128	6/29/2005	3231305	4/17/2007
JACK LINK <i>Block Letters</i>  <p style="text-align: center;">JACK LINK</p>	78594072	3/24/2005		
JL SIGNATURE	78593424	3/23/2005	3216417	3/6/2007



MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
MARINADE <i>and Design</i> 				
WORLD'S FINEST BEEF JERKY <i>Block Letters</i>  WORLD'S FINEST BEEF JERKY	78586708	3/14/2005	3036978	12/27/2005
DESIGN ONLY  	78571758	2/21/2005	3395837	3/11/2008
JACK LINK'S PREMIUM CUTS <i>Block Letters</i>  JACK LINK'S PREMIUM CUTS	78571757	2/21/2005	3276640	8/7/2007
FEED YOUR WILD SIDE <i>Block Letters</i>  FEED YOUR WILD SIDE	78570575	2/18/2005	3178206	11/28/2006
FEED YOUR WILD SIDE <i>Block Letters</i>  FEED YOUR WILD SIDE	78566714	2/14/2005	3573950	2/10/2009
SCREAMIN' DEMON <i>Block Letters</i>  SCREAMIN' DEMON	78403075	4/16/2004	3163503	10/24/2006
HOT HEAD <i>Block Letters</i>  HOT HEAD	78403072	4/16/2004	2983158	8/9/2005
X STICK <i>Stylized Letters</i>	78235676	4/9/2003	2834550	4/20/2004



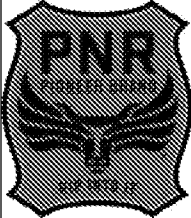

MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
				
LIL' CHUB	78216596	2/19/2003	2951317	5/17/2005
SATISFY YOUR MEAT TOOTH <i>Block Letters</i>  SATISFY YOUR MEAT TOOTH	77747553	5/29/2009		
SASQUATCH <i>Block Letters</i>  SASQUATCH	77747546	5/29/2009		
JACK TO SCHOOL <i>Block Letters</i>  JACK TO SCHOOL	77624772	12/2/2008		
DOUBLE JACK <i>Block Letters</i>  DOUBLE JACK	77624765	12/2/2008		
BRING THE HORNS <i>Block Letters</i>  BRING THE HORNS	77610927	11/10/2008		
SNACKS FOR THE BOLD <i>Block Letters</i>  SNACKS FOR THE BOLD	77610925	11/10/2008		
MATADOR <i>and Design</i>	77577648	9/24/2008		

MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
				
MATADOR <i>Block Letters</i>  <b>MATADOR</b>	77568950	9/12/2008		
FLAMIN' BUFFALO <i>Block Letters</i>  FLAMIN' BUFFALO	77322625	11/6/2007	3595892	3/24/2009
JERKY JACK'S <i>Block Letters</i>  <b>JERKY JACK'S</b>	77306190	10/17/2007		
BLACK JACK <i>Block Letters</i>  <b>BLACK JACK</b>	77306188	10/17/2007		
JACK LINK'S SMOKEHOUSE <i>Block Letters</i>  JACK LINK'S SMOKEHOUSE	77306187	10/17/2007	3609589	4/21/2009
JACKPACK! <i>Block Letters</i>  <b>JACKPACK!</b>	77258324	8/17/2007	3466151	7/15/2008
SMART SNACK <i>and Design</i>  	77243380	7/31/2007	3627724	5/26/2009
WORLD KITCHENS QUALITY MEATS <i>and Design</i>	77240802	7/27/2007	3466065	7/15/2008

MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
				
WORLD KITCHENS QUALITY MEATS <i>and Design</i>	77240795	7/27/2007	3466064	7/15/2008
				
WORLD KITCHENS QUALITY MEATS <i>and Design</i>	77240774	7/27/2007	3466063	7/15/2008
				
THE SASQUATCH GAMES <i>and Design</i>	77079322	1/9/2007	3477313	7/29/2008
				
THE SASQUATCH BIG STICK & DESIGN	77775369	7/7/2009		
THE POUNDER <i>Block Letters</i>	77077144	1/5/2007	3376650	1/29/2008
THE POUNDER				
X-BITES <i>Block Letters</i>	77044175	11/15/2006	3373578	1/22/2008
X-BITES				
WORLD KITCHENS <i>Block Letters</i>	76563388	12/5/2003	2993708	9/13/2005
WORLD KITCHENS				
JACK LINK'S	75259898	3/19/1997	2147622	3/31/1998
KICKIN' CAJUN	75153857	8/21/1996	2142005	3/10/1998
JACK LINK'S PICKLED PETE	74483179	1/27/1994	1872666	1/10/1995
JACK LINK'S SNACK FOODS	74483176	1/27/1994	1910274	8/8/1995
GENUINE KING B <i>and Design</i>	74269854	4/27/1992	1741513	12/22/1992

MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
				
GENUINE KING B NATURALLY SMOKED <i>and Design</i>	74269853	4/27/1992	1763061	4/6/1993
				
BRONC BUSTER	74255064	3/13/1992	1805463	11/16/1993
LONG TALL SALLYS	73696278	11/19/1987	1533465	4/4/1989
ROPE-A-RONI	73535963	5/6/1985	1371544	11/19/1985
JERKY STUFF	73251416	2/25/1980	1188825	2/2/1982

Trademark	Ser./Reg./App. No.	Full Goods/Services
MOM APPROVED QUALITY COOL SEAL PNR PROOF OF PURCHASE <i>and Design</i>	SN:77-415245 RN:3,723,095	(Int'l Class: 29) Meat-based snack foods; jerky
		
PNR PIONEER BRAND RIP INTO IT BEEF JERKY <i>and Design</i>	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
PIONEER BRAND <i>and Design</i>	SN:76-424248 RN:2,857,291	(Int'l Class: 29) Beef jerky and sausage sticks

Trademark	Ser./Reg./App. No.	Full Goods/Services
		
<b>ROAD READY CANISTER SNACKS</b>	SN:76-594949 RN:3,077,202	(Int'l Class: 29) Meat snacks in the nature of sausage sticks
<b>SKINNY JOE SPICY SNAK-STIK</b> and Design  	SN:74-572025 RN:1,950,583	(Int'l Class: 29) Sausage sticks and beef jerky
<b>SKINNY JOE</b>	SN: 74/437926 RN: 1,870,705	(Int'l Class: 29) Beef jerky and sausage sticks
	SN: N/A  Common Law Trademark	Meat snacks
	SN: N/A  Common Law Trademark	Meat snacks