

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
Lance, Inc.		01/13/2011	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Lance Mfg. LLC		
Street Address:	13024 Ballantyne Corp. Pl., Ste. 900		
Internal Address:	Attn: Legal Department		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28277		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77901062	WONDERFULLY CRAFTED	
CORRESPONDENCE DATA			
Fax Number:	(704)557-8197		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	704-557-8951		
Email:	tgraham@lance.com		
Correspondent Name:	Thomas E. Graham		
Address Line 1:	13024 Ballantyne Corp. Pl., Ste. 900		
Address Line 2:	Attn: Legal Department		
Address Line 4:	Charlotte, NORTH CAROLINA 28277		
ATTORNEY DOCKET NUMBER:	WONDERFULLY CRAFTED		
NAME OF SUBMITTER:	Thomas E. Graham		
Signature:	/Thomas E. Graham/		

OP \$40.00 77901062

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TRADEMARK
 REEL: 004453 FRAME: 0329

Date:

01/14/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (the "Assignment") effective the 13th day of January, 2011, is made by Lance, Inc., a North Carolina corporation ("Assignor") to Lance Mfg. LLC, a North Carolina limited liability company ("Assignee").

Assignor desires to transfer and assign to the Assignee, and the Assignee desires to accept the transfer and assignment of, all of the Assignor's worldwide right, title and interest in, to and under the Assignor's registered trademark listed below (the "Mark"), incorporated herein by reference.

Trademark	Application Number
WONDERFULLY CRAFTED	77/901,062

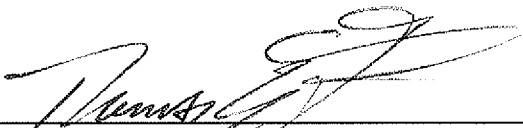
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby transfer and assign to the Assignee all of the Assignor's worldwide right, title and interest in, to and under the Mark, together with the translations, adaptations, derivations and combinations thereof, including the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, and any and all renewals and extensions thereof that may hereafter be secured, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

[signatures appear on following page]

Executed this 13th day of January, 2011.

“ASSIGNOR”

Lance, Inc.

By: 

Printed Name: Thomas E. Graham

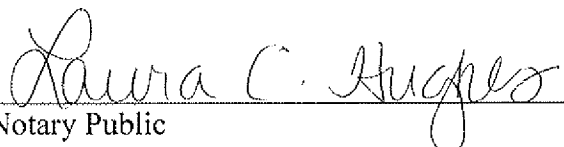
Title: Assistant General Counsel

STATE OF NORTH CAROLINA

COUNTY OF MECKLENBURG

On this 13th day of January, 2011, before, Laura C. Hughes, personally appeared Thomas E. Graham of Lance, Inc., personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.


Notary Public

My Commission Expires: 7/5/2014