

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Kraft Foods Global Brands LLC		12/20/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Harlan Bagel-Fuls, LLC		
<b>Street Address:</b>	7597 East US Highway 36		
<b>City:</b>	Avon		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46123		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: INDIANA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3608858	BAGEL-FULS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(317)223-0276		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	317.684.5276		
Email:	TRADEMARK@BOSELAW.COM		
Correspondent Name:	Megan M. Mulford		
Address Line 1:	111 Monument Circle		
Address Line 2:	Suite 2700		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	NEW		
NAME OF SUBMITTER:	Megan M. Mulford		
Signature:	/Megan M. Mulford/		

OP \$40.00 3608858

Date:

02/07/2011

**Total Attachments: 4**

source=BAGEL-FULS#page1.tif

source=BAGEL-FULS#page2.tif

source=BAGEL-FULS#page3.tif

source=BAGEL-FULS#page4.tif

**TRADEMARK ASSIGNMENT**

This Assignment is made effective as of December 20, 2010 by Kraft Foods Global Brands LLC, a Delaware limited liability company (“Assignor”) to Harlan Bagel-Fuls, LLC, an Indiana limited liability company (“Assignee”).

WHEREAS, Assignor has adopted and used the trademarks identified on Exhibit A (the “Marks”);

WHEREAS Assignor owns the registrations for the Marks identified on Exhibit A (the “Registrations”); and

WHEREAS, Assignor desires to assign its full right, title and interest in the Marks, the goodwill associated with the Marks, and the Registrations to Assignee;

NOW, THEREFORE, for one dollar and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns to Assignee all of Assignor’s right, title and interest in and to the Marks and the Registrations, including all common law rights in the Marks, the goodwill of the business symbolized by the Marks, and all rights that arise from the Registrations.

[Signature pages follow]

**KRAFT FOODS GLOBAL BRANDS LLC**

By: Kraft Foods Global Brands, Inc., its sole member

By: Susan H. Frohling

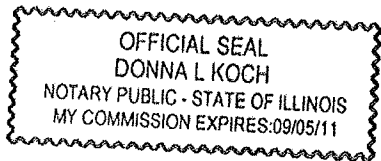
Print name: Susan H. Frohling

Title: Chief Trademark Counsel

State of ILLINOIS )  
County of COOK ) ss.

On this date, Dec 16, 2010, before me the undersigned Notary Public, personally appeared SUSAN H. FROHLING, 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/she executed the same in their authorized capacity, and that by his/her signature on the instrument the person executed the instrument.

WITNESS my hand and official seal.



Donna L. Koch

AGREED TO AND ACCEPTED:

HARLAN BAGEL-KULS, LLC

By: *Hal P. Harlan*

Print name: Hal P. Harlan

Title: Executive Vice President

State of Indiana

County of MARION ) ss.


On this date, December 17, 2010, before me the undersigned Notary Public, personally appeared Hal P. Harlan, 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/she executed the same in their authorized capacity, and that by his/her signature on the instrument the person executed the instrument.

WITNESS my hand and official seal.

*Kimberly S. Baker*

**EXHIBIT A**

**The Marks and Registrations**

<b>Mark</b>	<b>Registration Number</b>	<b>Jurisdiction</b>
BAGEL-FULS	3,608,858	United States
BAGEL-FULS	TMA769378	Canada
BAGEL-FULS logo: 	none	