

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/09/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Frito-Lay North America, Inc.		03/17/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Stacy's Pita Chip Company, Inc.		
Street Address:	663 North Street		
City:	Randolph		
State/Country:	MASSACHUSETTS		
Postal Code:	02368		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3929596	ITALIAN HARVEST	
Serial Number:	77859302	GARDEN VEGGIE MEDLEY	
CORRESPONDENCE DATA			
Fax Number:	(972)334-3871		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	972.334.2587		
Email:	jeanette.zimmer@pepsico.com		
Correspondent Name:	Jeanette S. Zimmer		
Address Line 1:	7701 Legacy Drive		
Address Line 2:	Mail Stop 3A-421		
Address Line 4:	Plano, TEXAS 75024		
NAME OF SUBMITTER:	Jeanette S. Zimmer		
Signature:	/Jeanette S. Zimmer/		

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 REEL: 004504 FRAME: 0757

Date:

03/24/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is effective as of the date of filing the Statement of Use for each of the applications listed below, specifically April 9, 2010 and December 8, 2010, by and between Frito-Lay North America, Inc., a Delaware corporation, having a principal place of business at 7701 Legacy Drive, Plano, Texas 75024 (hereinafter sometimes referred to as "ASSIGNOR") and Stacy's Pita Chip Company, Inc., a Massachusetts corporation, having a principal place of business at 663 North Street, Randolph, Massachusetts 02368 (hereinafter sometimes referred to as "ASSIGNEE").

In October 2009, ASSIGNOR applied to register the following marks on the Principal Register of the United States Patent and Trademark Office and has adopted and is using the marks in connection with the following goods and/or services: *pita chips; bagel chips; wheat-based snack foods; flour-based snack foods*:

- GARDEN VEGGIE MEDLEY (Application Serial No. 77-859,302); and
- ITALIAN HARVEST (Application Serial No. 77-858,484)

(hereinafter collectively referred to as the "Marks").

ASSIGNEE was the correct owner of the Marks at the time of filing and is the current user of the Marks. Therefore, ASSIGNEE wishes to acquire the ownership of the Marks and the pending applications for each of which the required Statement of Use has been filed.

ASSIGNOR hereby covenants and warrants that it has the full right to convey the right, title and interest in, and goodwill associated with, the Marks intended to be conveyed by this instrument, that the same are free of any encumbrances and that no other agreement has been, or will be, executed in conflict herewith.

ASSIGNOR agrees to perform all affirmative acts that may be necessary or desirable to perfect the above-described transfer of the Marks to ASSIGNEE and to maintain said applications and/or registrations before both the United States Patent and Trademark Office, as well as to cooperate in obtaining and/or providing information required in any proceedings relating to said Marks and/or trade names.

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States to issue any and all additional registrations or amended registrations that have been or may be granted upon any application or petition for same, to ASSIGNEE, its successors and/or assigns.

ASSIGNOR hereby grants to Stacy's Pita Chip Company, Inc., located at 663 North Street, Randolph, Massachusetts 02368, the authority and power to insert on this instrument any further identification that may be necessary or desirable for purposes of recordation in the United States Patent and Trademark Office.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, assigns and conveys to ASSIGNEE, ASSIGNOR'S entire right, title and interest in and to the Marks, the pending applications and any U.S. registrations that issue therefrom, together with all renewals, income, royalties, damages and payments now and hereafter due, including the right to sue for any and all past infringement that may have occurred at any time up to the date of this TRADEMARK ASSIGNMENT.

ASSIGNOR
Frito-Lay North America, Inc.

By: *Jeanette S. Zimmer*
Name: *Jeanette S. Zimmer*
Title: *Assistant Secretary*
** Trademark
counsel*

Witnessed By: *Debra J. Sanders*