

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
Square Deal Development, L.L.C.		04/29/2011	LIMITED LIABILITY COMPANY: LOUISIANA
RECEIVING PARTY DATA			
Name:	Rice Investments, L.P.		
Composed Of:	COMPOSED OF General Partner Utz Quality Foods, Inc. Pennsylvania Corporation		
Street Address:	900 High Street		
City:	Hanover		
State/Country:	PENNSYLVANIA		
Postal Code:	17331		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1914404	PURIFRY	
CORRESPONDENCE DATA			
Fax Number:	(215)701-2171		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-665-2771		
Email:	sschwartz@cozen.com		
Correspondent Name:	Scott Bradley Schwartz		
Address Line 1:	1900 Market Street		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	UTZ/230814		
NAME OF SUBMITTER:	Scott Bradley Schwartz		
Signature:	/Scott B Schwartz/		

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TRADEMARK
REEL: 004539 FRAME: 0472

Date:

05/12/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, SQUARE DEAL DEVELOPMENT, L.L.C. a Louisiana limited liability company ("Assignor"), is the owner of the trademarks identified in Attachment A and the associated trademark applications and/or registrations therefore (together the "Marks"), and

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated the date hereof, by and among Assignor and its affiliates and Rice Investments, L.P., a Delaware limited partnership ("Assignee") and its affiliates, Assignee has acquired the Marks and all of the good will associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks, all choses in action (including the right to bring suit for past infringement of the Marks) and all of the good will associated with the Marks.

Square Deal Development, L.L.C.

Date: 4/29/11

By: *Anne G. Zappe*
Name: Anne G. Zappe
Title: Manager

Rice Investments, L.P.

Date: 4/29/11

By: *M.W. Rice*
Name: M.W. Rice
Title: Chairman & CEO

ATTACHMENT A

TRADEMARKS

Trademark	Application No.
PURIFRY	U.S. Reg. No. 1,914,404
FILTER AID	LA Reg. No. 52-2401
FRYLIFE	LA Reg. No. 52-2402
RELOAD	LA Reg. No. 53-2644
TESTKIT	LA Reg. No. 53-2645