

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
Europe's Best International, Inc.		07/14/2011	CORPORATION: BARBADOS
RECEIVING PARTY DATA			
Name:	Smucker Foods of Canada Corp.		
Street Address:	80 Whitehall Drive		
City:	Markham		
State/Country:	CANADA		
Postal Code:	L3R 0P3		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3009699	EUROPE'S BEST	
Registration Number:	3387200	EUROPE'S BEST GOURMET DELIGHT LE PLAISIR DU GOURMET	
Registration Number:	3172683	WE ONLY FREEZE THE BEST	
CORRESPONDENCE DATA			
Fax Number:	(330)684-3026		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	330.684.6272		
Email:	heather.novak@jmsmucker.com		
Correspondent Name:	Adam M. Ekonomon		
Address Line 1:	One Strawberry Lane		
Address Line 4:	Orrville, OHIO 44667		
ATTORNEY DOCKET NUMBER:	EBI TO SFCCORP		
DOMESTIC REPRESENTATIVE			

OP \$90.00 3009699

900197030

**TRADEMARK
 REEL: 004582 FRAME: 0881**

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Adam M. Ekonomon

Signature:

/Adam M. Ekonomon/

Date:

07/14/2011

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "*Assignment*"), effective as of July 14, 2011 (the "*Effective Date*"), is made by and between Europe's Best International, Inc., a Barbados corporation ("*Assignor*"), and Smucker Foods of Canada Corp., a Nova Scotia, Canada corporation ("*Assignee*").

WHEREAS, Assignor is the owner of the entire right, title and interest in, to and under the United States trademark registrations identified and set forth on Schedule A and the goodwill associated with all of the foregoing (all of the foregoing collectively, the "*Trademarks*"); and

WHEREAS, the Assignee desires to acquire all rights, titles and interest in and to Assignor's Trademarks.

NOW, THEREFORE, in consideration of the promises and obligations set forth herein and other good and valuable consideration, the parties agree as follows:

Assignor hereby irrevocably sells, assigns, transfers and sets over to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill associated therewith, and all registrations, applications therefore and renewals and extensions of the foregoing in the United States and for all foreign countries that are or may be secured under the laws of the United States and all foreign countries, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademarks, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor authorizes and requests the United States Commissioner of Patents and Trademarks and any other similar government authority to record Assignee as the assignee and owner of the Trademarks, and issue any and all registrations thereon to Assignee, as assignee of the entire right, title and interest in, to and under the same, for the sole use and enjoyment of Assignee and its successors, assigns or other legal representatives.

Assignor shall provide to Assignee, its successors, assigns or other legal representatives, cooperation and assistance at Assignee's request and expense (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required) in connection with: (1) preparation and prosecution of any application for registration or renewal of a registration covering any of the Trademarks; (2) prosecution or defense of any cancellation, opposition, infringement or other proceedings that may arise in connection with any of the Trademarks, including, without limitation, testifying as to any facts relating to the Trademarks and this Assignment; (3) obtaining any additional trademark protection for the Trademarks that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United

States or for all foreign countries; and (4) implementation, perfection and/or recording of this Assignment.

This Assignment may be executed in counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed as of the date first above written.

ASSIGNOR:

EUROPE'S BEST INTERNATIONAL, INC.

By: 

Name: David Lemmon

Title: Director

ASSIGNEE:

SMUCKER FOODS OF CANADA CORP.

By: 

Name: Jeannette L. Knudsen

Title: Vice President and Secretary

SCHEDULE A

TRADEMARKS

Mark	Reg. No.
EUROPE'S BEST	3,009,699
EUROPE'S BEST GOURMET DELIGHT & Design	3,387,200
WE ONLY FREEZE THE BEST	3,172,683