

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
California Creative Foods, Inc.		10/12/2010	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Sabra Dipping Company, LLC
Street Address:	777 Westchester Avenue
Internal Address:	3rd Floor
City:	White Plains
State/Country:	NEW YORK
Postal Code:	10604
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2011379	CHACHIES
Registration Number:	2269128	SAN DIEGO SALSA
Registration Number:	2127336	PREMIUM CHACHIES SALSA
Registration Number:	2066558	THE ORIGINAL SANTA BARBARA SALSA
Registration Number:	1731403	TIO TIO
Registration Number:	3794645	PREMIUM CHACHIES
Registration Number:	1587012	CHACHIES ORIGINAL CALIFORNIA STYLE

CORRESPONDENCE DATA

Fax Number: (804)344-7999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (804) 788-8523
 Email: HWRITM@hunton.com, sburner@hunton.com
 Correspondent Name: Edward T. White, Hunton & Williams LLP
 Address Line 1: 951 East Bryd Street

900200781

**TRADEMARK
 REEL: 004612 FRAME: 0473**

CH \$190.00 2011379

Address Line 2: Riverfront Plaza, East Tower
Address Line 4: Richmond, VIRGINIA 23219-4074

ATTORNEY DOCKET NUMBER:	74291.1001
NAME OF SUBMITTER:	Edward T. White
Signature:	/Edward T. White/
Date:	08/26/2011

Total Attachments: 5
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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT is entered into on October 12, 2010 (the "Effective Date"), by and between California Creative Foods, Inc., a California corporation with an address at 649 Benet Road, Oceanside, California 92058, Fox River Properties, LLC, a California limited liability company with an address at 649 Benet Road, Oceanside, California 92058, Zephyr Intellectual Properties, LLC, a California limited liability company with an address at 3 Zephyr Ridge, Laguna Niguel, California 92677 (collectively, "Assignors"), and Sabra Dipping Company, LLC, a Delaware corporation with an address at 24-20 49th Street, Astoria, New York 11103 ("Sabra" or "Assignee").

WHEREAS, Assignors own the intellectual property assets identified in the attached Schedule A (the "IP Assets");

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of September 13, 2010, as amended, by and between Sabra, Assignors and, solely with respect to Sections 7.7, 7.8, 7.9, 14.6 and Article XII thereof, Douglas R. Pearson, an individual, Sabra agreed to purchase certain assets of Assignors, including the IP Assets; and

WHEREAS, Assignors desire to assign to Assignee, and Assignee desires to acquire from Assignors, any and all rights that Assignors have in and to the IP Assets;

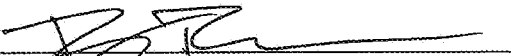
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors do hereby assign, sell, transfer and convey unto Assignee all right, title and interest in and to the IP Assets.

Assignors and Assignee agree to use commercially reasonable efforts to take, or cause to be taken, all actions, and to do or cause to be done, all things necessary, proper and advisable under applicable law in order to vest all of Assignors' right, title and interest in and to the IP Assets in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is necessary, to the extent such evidence is in the possession or control of Assignee.


[Signature Page to Follow]

IN WITNESS WHEREOF, the undersigned have duly executed this Intellectual Property Assignment for and on behalf of Assignors and Assignee, effective as of the Effective Date written above

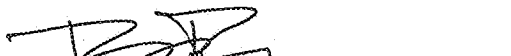
CALIFORNIA CREATIVE FOODS, INC.

By: 
Name: Douglas R. Pearson
Title: President

FOX RIVER PROPERTIES, LLC

By: 
Name: Douglas R. Pearson
Title: Manager

ZEPHYR INTELLECTUAL PROPERTIES, LLC

By: 
Name: Douglas R. Pearson
Title: Manager

SABRA DIPPING COMPANY, LLC

By: _____
Name: Ronen Zohar
Title: Chief Executive Officer

By: _____
Name: Amit Anand
Title: Chief Financial Officer

IN WITNESS WHEREOF, the undersigned have duly executed this Intellectual Property Assignment for and on behalf of Assignors and Assignee, effective as of the Effective Date written above

CALIFORNIA CREATIVE FOODS, INC.

By: _____
Name: Douglas R. Pearson
Title: President

FOX RIVER PROPERTIES, LLC

By: _____
Name: Douglas R. Pearson
Title: Manager

ZEPHYR INTELLECTUAL PROPERTIES, LLC

By: _____
Name: Douglas R. Pearson
Title: Manager



SABRA DIPPING COMPANY, LLC

By: _____
Name: Ronen Zohar
Title: Chief Executive Officer



By: _____
Name: Amit Anand
Title: Chief Financial Officer

[Signature Page to Intellectual Property Assignment]

CALIFORNIA CREATIVE FOODS, INC.
ACTIVE TRADEMARK STATUS REPORT
August 25, 2010

FILE NO.	COUNTRY	MARK	CLASS	SERIAL NO. FILE DATE:	REG. NO. ISSUE DATE	STATUS
111685-3 (TM4)	U.S.	CHACHIES	30	74/600381 11/18/94	2011379 10/29/96	2nd Renewal due between 10/29/15 and 10/29/16
111685-5 (TM6)	U.S.	SAN DIEGO SALSA and Design 	30	75/540639 8/21/98	2269128 8/10/99	Renewal accepted 8/22/08 2nd Renewal due between 8/10/18 and 8/10/19
111685-4 (TM5)	U.S.	PREMIUM CHACHIES SALSA and Design 	30	75/231225 1/27/97	2127336 1/6/98	2nd Renewal due between 1/6/17 and 1/6/18
111685-6 (TM7)	U.S.	THE ORIGINAL SANTA BARBARA SALSA	30	75/046555 1/22/96	2066558 6/3/97	2nd Renewal due between 6/3/16 and 6/3/17

111685/009001/576131.01

FILE NO.	COUNTRY	MARK	CLASS	SERIAL NO. FILE DATE:	REG. NO. ISSUE DATE	STATUS
111685-7 (TM8)	U.S.	TIO TIO	30	74/176616 6/17/90	1731403 11/10/92	2 nd Renewal due between 11/10/11 and 11/10/12
111685-12	U.S.	PREMIUM CHACHIES (color) 	30	7/716,686 4/17/09	3,794,645 5/25/10	Section 8&15 due between 5/25/15 and 5/25/16; Renewal due between 5/25/19 and 5/25/20
111685-2 (TM1)	U.S.	CHACHIES ORIGINAL CALIFORNIA STYLE and Design 	30	73/812232 7/13/89	1587012 3/13/90	2 nd Renewal due between 3/13/09 and 3/13/10 Client instructions to allow registration to become cancelled; grace period runs through 9/13/2010

111685/000001/576131.01