

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
Specialty Brands of America, Inc.		01/28/2011	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Dixie Fry, LLC		
Street Address:	140 Main Street		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35213		
Entity Type:	LIMITED LIABILITY COMPANY: ALABAMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0722057	DIXIE FRY	
CORRESPONDENCE DATA			
Fax Number:	(205)488-5809		
Phone:	205-870-3645		
Email:	ebranum@balch.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Emily Branum		
Address Line 1:	1901 Sixth Avenue North		
Address Line 2:	Suite 1500		
Address Line 4:	Birmingham, ALABAMA 35203		
NAME OF SUBMITTER:	Emily Branum, Attorney		
Signature:	/ebranum/		
Date:	09/12/2011		
Total Attachments: 3 source=DixieFry Assignment#page1.tif source=DixieFry Assignment#page2.tif source=DixieFry Assignment#page3.tif			

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ASSIGNMENT OF TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, the undersigned, as its interest may appear, hereby irrevocably sells, transfers, conveys and assigns to Dixie Fry, LLC, an Alabama limited liability company, its successors and assigns, in perpetuity, all right, title and interest, throughout the world, including any renewals or extensions thereto, in and to the trademarks and trademark applications filed with the United States Patent and Trademark Office and other foreign jurisdictions set forth on Schedule A attached hereto (the "Trademarks").

By the execution hereof the undersigned acknowledges and agrees that this instrument pertains to the trademarks identified above and will be recorded in the United States Patent and Trademark Office and/or the Canadian Office of Intellectual Property.

The undersigned shall execute any further documents as may be reasonably requested by Dixie Fry, LLC in order to fully effectuate the assignment of the Trademarks.

[Signature appears on the following page]

IN WITNESS WHEREOF, this Assignment of Trademarks has been executed as an instrument under seal as of the 23rd day of January _____, 2011.

SPECIALTY BRANDS OF AMERICA, INC.

By: 

Name:

Title:

DON BASTIEN
CEO

Schedule A
United States Patent & Trademark Office Registrations

Owner (Applicant)	Mark	Reg. No.	Filing Date
Specialty Brands of America, Inc.	Dixie Fry	Reg. 722057	Sept. 26, 1961

Canadian Registrations

Owner (Applicant)	Mark	Reg. No.	Filing Date
Specialty Brands of America, Inc.	Dixie Fry	Reg. TMA 383284	April 19, 1991