

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
Handi-Foil Corporation		09/19/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Jif Corp.		
Street Address:	135 E. Hintz Road		
City:	Wheeling		
State/Country:	ILLINOIS		
Postal Code:	60090		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85399144	CHOICES FOR CHANGING TRENDS	
Serial Number:	85399153	CHOICES FOR CHANGING TRENDS	
Serial Number:	85383687	CHANGING TRENDS	
Serial Number:	85383716	CHANGING TRENDS	
CORRESPONDENCE DATA			
Fax Number:	(312)521-2875		
Phone:	3125212775		
Email:	ipdocket@muchshelist.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:	Adam K Sacharoff		
Address Line 1:	191 N Wacker Drive Suite 1800		
Address Line 2:	Much Shelist		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	0000037.0008		

CH \$115.00 85399144

900203160

**TRADEMARK
 REEL: 004631 FRAME: 0344**

NAME OF SUBMITTER:	Adam K Sacharoff
Signature:	/aks/
Date:	09/27/2011
Total Attachments: 1 source=ChangingTrendsAssignment#page1.tif	

Trademark Assignment

This Assignment ("Assignment") is made as of 9/19/11, 2011 (the "Effective Date"), by Handi-Foil Corporation ("Assignor") of 135 E. Hintz Rd. Wheeling, Illinois 60090, and Jif Corp., an Illinois company having a principal place of business at 135 E. Hintz Road, Wheeling, 60090 ("Assignee").

Assignor owns the following United States Trademarks ("Trademarks"):

Application Number	Registration Number	Trademark
85/399,144		CHOICES FOR CHANGING TRENDS
85/399,153		CHOICES FOR CHANGING TRENDS
85/383,687		CHANGING TRENDS
85/383,716		CHANGING TRENDS

Assignor now desires to transfer to Assignee all its right, title and interest in the Trademarks.

For good and valuable consideration, receipt and sufficiency of which Assignor specifically acknowledges:

Assignor grants, conveys, transfers, alienates and assigns to Assignee, for and throughout the world, Assignor's right, title and interest (legal, equitable, use and otherwise) in and to any and all: (i) the right to file and register the same in Assignee's name with any governmental authority; (ii) rights to record the transfers made under this Assignment in the United States Patent and Trademark Office and in any other public offices of any governmental authorities throughout the world; (iii) rights to sue for, collect and retain damages predicated on present or future infringements of the preceding, as well as all other claims and rights to damages associated with the preceding, whether predicated on past, present or future actions or omissions, and whether or not currently known or unknown; and (iv) all goodwill associated with the Trademarks.

Assignor's assignment of the Trademarks to Assignee under this Assignment constitutes a complete, absolute, and exclusive transfer of all rights (legal, equitable, use and otherwise) in the Trademarks, whether currently existing or arising or recognized in the future. Assignor does not reserve or retain any right, title, or interest in the Trademarks. Assignor acknowledges and agrees that the Trademarks constitute the sole and exclusive property of Assignee.

Assignor represents and warrants that it has full power and authority: (i) to enter into this Assignment; (ii) to grant to Assignee all rights in and to the Trademarks; and (iii) to perform all of its obligations under this Assignment.

This Assignment shall be binding upon and inure to the benefit of Assignee, its successors and assigns of Assignor and its permitted successors. This Assignment supersedes any prior understandings, written agreements, or oral arrangements among the parties which concerns the subject matter of this Assignment. The terms of this Assignment shall govern if there is any conflict between this Assignment and any other written instrument which concerns or affects the subject matter of this Assignment. This Assignment constitutes the complete understanding among the parties. No alteration or modification of any of this Assignment's provisions shall be valid unless made in a written instrument which both parties sign.

Handi-Foil Corporation

Sig: *Peter Perkins*

Print Name: Peter Perkins

Jif Corp.

Sig: *Peter Perkins*

Print Name: Peter Perkins