

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
Flavor Right Foods Group, Inc.		10/31/2011	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Instantwhip Foods, Inc.		
Street Address:	2200 Cardigan Avenue		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43215		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3743497	GOURMET WHIP	
CORRESPONDENCE DATA			
Fax Number:	(614)365-2499		
Phone:	614-365-2781		
Email:	lisa.samblanet@ssd.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:	Patrick D. Cornelius, Esq.		
Address Line 1:	41 South High Street - Suiet 2000		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:	056788-00002		
NAME OF SUBMITTER:	Patrick D. Cornelius		
Signature:	/s/ Patrick D. Cornelius		
Date:	10/31/2011		
Total Attachments: 2 source=DOC#page1.tif source=DOC#page2.tif			

CH \$40.00 3743497

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is made as of October 31, 2011 by Flavor Right Foods Group, Inc., an Arizona corporation with a principal place of business at 2200 Cardigan Avenue, Columbus, Ohio 43215 ("Assignor"), to Instantwhip Foods, Inc., a Delaware corporation with a principal place of business at 2200 Cardigan Avenue, Columbus, Ohio 43215 ("Assignee").

In exchange for \$10.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers and assigns to Assignee all of Assignor's worldwide right, title and interest in, to and under the trademark listed on Schedule A attached hereto (the "Mark"), together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of the Mark, whether arising prior to or subsequent to the date hereof, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment of Trademark not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Trademark shall be governed by and construed in accordance with the laws of the State of Ohio without giving effect to conflicts of law principles.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment of Trademark as of the date first above written.

FLAVOR RIGHT FOODS GROUP, INC.

By: Douglas A. Smith
Name: Douglas A. Smith
Title: President

State of Ohio
County of Franklin, SS:

On this 31st day of October, 2011, before me, Thomas G Michaelides personally appeared Douglas A. Smith, President of Flavor Right Foods Group, Inc., personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Thomas G Michaelides
Notary Public
THOMAS G. MICHAELIDES
NOTARY PUBLIC • STATE OF OHIO
Recorded in Franklin County
My commission expires Aug. 9, 2015

SCHEDULE A

Registered Trademark

Trademark	U.S. Registration No.	Registration Date
Gourmet Whip	3743497	January 26, 2010