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
Alberto-Culver International, Inc.		11/30/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	B&G Foods North America, Inc.
Street Address:	Four Gatehall Drive
Internal Address:	Suite 110
City:	Parsippany
State/Country:	NEW JERSEY
Postal Code:	07054
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Serial Number:	73500601	BAKER'S JOY
Serial Number:	72217825	KLEEN GUARD
Serial Number:	72212629	KLEEN GUARD
Serial Number:	72217826	KLEEN GUARD
Serial Number:	74003471	MOLLY MCBUTTER
Serial Number:	73758141	MOLLY MCBUTTER
Serial Number:	73456266	MRS. DASH
Serial Number:	76107682	STATIC GUARD
Serial Number:	73157139	SUGAR TWIN
Serial Number:	72446065	SUGAR TWIN
Serial Number:	74130465	PAPA DASH

CH $290.00 73500601

CORRESPONDENCE DATA

Fax Number: (312)827-8185

Phone: 312-807-4350
Email: chicago.trademarks@klgates.com, sana.hakim@klgates.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Sana Hakim c/o K&L Gates LLP
Address Line 1: P.O. Box 1135
Address Line 4: Chicago, ILLINOIS 60690-1135

ATTORNEY DOCKET NUMBER:	3709483-42
NAME OF SUBMITTER:	Sana Hakim
Signature:	/sh/
Date:	11/30/2011

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made this 30th day of November, 2011 (this "Assignment"), by ALBERTO-CULVER INTERNATIONAL, INC., a Delaware corporation ("Assignor"), to B&G FOODS NORTH AMERICA, INC., a Delaware corporation ("Assignee").

WHEREAS, Assignor owns and desires to assign the marks and registrations listed on Schedule A hereto ("Trademarks"); and

WHEREAS, Assignee desires to acquire the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Trademarks, including all common law rights, registrations and applications therefor, together with goodwill of the business connected with the use of the Trademarks and symbolized thereby, and any and all accrued rights of action, royalties or damages for any past or existing infringement or misappropriation of any such rights, in the United States and all foreign countries.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by Assignor's duly authorized officer and its seal to be affixed as of the date first above written.

ALBERTO-CULVER INTERNATIONAL, INC.,

by _____
Name: Paul McMahon
Title: Vice President

State of New Jersey)
) SS.
)

I, a notary public for the state aforesaid, do hereby certify that Paul McMahon, the authorized signatory of ALBERTO-CULVER INTERNATIONAL, INC., appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of ALBERTO-CULVER INTERNATIONAL, INC. as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notorial seal this 30 day of Nov 2011.

_____
Notary Public

My commission expires

JOAN H. CONNELLY
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires 11/6/2016

[[3318029]]

SCHEDULE A

Mark	File Date	Application #	Registration Date	Registration #
BAKER'S JOY	9/21/1984	73/500,801	7/2/1985	1,346,537
KLEEN GUARD	5/3/1966	72/217,825	5/24/1966	808,742
KLEEN GUARD	2/24/1966	72/212,529	5/31/1966	809,074
KLEEN GUARD	5/3/1966	72/217,826	5/31/1966	809,403
MOLLY MCBUTTER	11/20/1989	74/003,471	8/14/1990	1,609,989
MOLLY MCBUTTER	10/11/1988	73/758,141	8/29/1989	1,553,930
MRS. DASH	12/9/1983	73/456,266	2/19/1985	1,321,064
STATIC GUARD	8/4/2000	76/107,682	11/18/2003	2,783,542
SUGAR TWIN	1/31/1978	73/157,139	1/30/1979	1,112,044
SUGAR TWIN	1/15/1973	72/446,065	1/1/1974	976,043
PAPA DASH	1/14/1991	74/130,465	12/10/1991	1,667,777

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