

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST RELEASE		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BMO HARRIS BANK N.A. as successor in interest to M&I MARSHALL and ILSLEY BANK		02/23/2012	NATIONAL ASSOCIATION: UNITED STATES
RECEIVING PARTY DATA			
Name:	PRINCETON VANGUARD, LLC		
Street Address:	11 TAMARACK CIRCLE		
City:	SKILLMAN		
State/Country:	NEW JERSEY		
Postal Code:	08558		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Serial Number:	76700802	PRETZEL CRISPS	
Serial Number:	77885616	THE BEST PART OF THE PRETZEL	
Registration Number:	4036701		
Registration Number:	3579225		
Registration Number:	3535211	IRRESISTIBLY CRUNCHY. NATURALLY THIN. DELICIOUSLY GOURMET.	
Registration Number:	3528180	IT'S ALL ABOUT THE CRUNCH!	
Registration Number:	2980303	PRETZEL CRISPS	
Registration Number:	3917995	RETHINK YOUR PRETZEL	
Registration Number:	3929870	RETHINK YOUR PRETZEL!	
Registration Number:	3918021	SNACK FACTORY	
Registration Number:	3128716	THE SNACK FACTORY	
Registration Number:	3273012	THE WORLD'S FIRST PRETZEL CRACKER	

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CORRESPONDENCE DATA

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Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: SHANA E. RAMIREZ, ESQ.

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ATTORNEY DOCKET NUMBER:

094327-0000034

NAME OF SUBMITTER:

SHANA E. RAMIREZ

Signature:

/Shana E. Ramirez/

Date:

02/24/2012

Total Attachments: 3

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

This RELEASE OF SECURITY INTEREST IN TRADEMARKS ("Release") is made as of the 23rd day of February, 2012, by BMO Harris Bank N.A. as successor in interest to M&I Marshall and Ilsley Bank, having a business address at 770 North Water Street, Milwaukee, Wisconsin 53202 ("Secured Party") in favor of Princeton Vanguard, LLC, a Delaware limited liability company having a business address at 11 Tamarack Circle, Skillman, New Jersey 08558 ("Grantor").

W I T N E S S E T H

WHEREAS, the Secured Party and the Grantor are parties to a certain Intellectual Property Security Agreement, dated as of November 15, 2010 (the "Security Agreement"), wherein Grantor granted the Secured Party a security interest in and to all right, title and interest of the Grantor, whether now or hereafter owned or licensed, in and to all trademark, trade name and service mark registrations, applications, rights to use and common law rights therein, owned or licensed by the Grantor, at any time, including, without limitation, those trademark, trade name and service mark registrations and applications listed on Schedule A attached hereto; any and all of the Grantor's rights in and to all trade names, service marks and trademarks in which it has any rights; any and all renewals thereof; any and all income, royalties, damages and payments now and hereafter due, received and/or payable with respect thereto, including, without limitation, damages and payments for past, present or future infringements thereof; the right to sue for or bring injunctive proceedings with respect to past, present and future infringements thereof; and any and all of the Grantor's rights corresponding thereto (such trademarks (and the applications in connection therewith), together with all goodwill of the business associated therewith and symbolized thereby, and the right to sue for past, present and future infringements and dilutions, and all rights corresponding thereto, and all income, fees, royalties, proceeds and other payments at any time due or payable with respect thereto, the "Trademarks");

WHEREAS, the Security Agreement was recorded with the U.S. Patent and Trademark Office on November 18, 2010 at Reel 4418, Frame 0653;

WHEREAS, the Grantor has satisfied the Obligations (as defined in the Security Agreement) and requests a specific release of the security interest granted and recorded against the Trademarks; and

WHEREAS, the Secured Party agrees to release of the security interest granted and recorded against each Trademark.

NOW THEREFORE, for good and valuable consideration previously tendered by the Grantor, the receipt and sufficiency of which are hereby acknowledged, the Secured Party does hereby relinquish and release the entirety of the security interests in the Trademarks and reassigns forever to Grantor all right, title and interest of any nature whatsoever which the Secured Party holds in or to each Trademark and associated common law rights and goodwill appurtenant thereto, and further agrees that it shall execute all other documents and do all other acts necessary to relinquish and effect the release of such rights to Grantor.

[Signature page follows.]

IN TESTIMONY WHEREOF, the Secured Party has executed this Release by its proper officers thereunto duly authorized.

BMO Harris Bank N.A. (as successor in interest to
M&I Marshall and Ilsley Bank)

By: 

Name: Thomas F. Bickelhaupt

Title: Vice President

SCHEDULE A**TRADEMARK APPLICATION**

Mark	Application No.	Application Date	Registration No.	Registration Date	Country
Pretzel Crisps			1026046	10/20/2004	Australia
The Snack Factory			2406006	11/9/2005	Great Britain
The Snack Factory	78458584		3128716	8/15/2006	US
Pretzel Crisps			TMA986,821	5/3/2007	Canada
PRETZEL CRISPS (STYLIZED)			5855614	4/10/2008	CMT (EU)
It's All About The Crunch!	77097799		3528180	11/4/2008	US
PRETZEL CRISPS (STYLIZED)			5180084	11/14/2008	Japan
Irresistibly Crunchy. Naturally Thin. Deliciously Gourmet.	77372726		3535211	11/18/2008	US
3 hole cracker design trademark			1422554	12/19/2008	Canada
Two Hole Pretzel & Bag Design			581678	1/15/2009	Switzerland
Product packaging configuration with vertical stripes and a rectangle center	77470249		3579225	2/24/2009	US
Pretzel Crisps	76700802	12/11/2009			US
Rethink Your Pretzel	77896058		3917995	2/8/2011	US
Pretzel Crisps	78405596		2980303	7/26/2005	US
3 hole pretzel cracker product configuration trademark	77505420		4036701	10/11/2011	US
The Best Part of the Pretzel	77885616	12/3/2009			US
Rethink Your Pretzel!	77905977		3929870	3/8/2011	US
Snack Factory	77908911		3918021	2/8/2011	US
The World's First Pretzel Cracker	77100075		3273012	7/31/2007	US
Pretzel Crisps	77192054	5/29/2007			US
Not Your Father's Pretzel	77885653	12/3/2009			US
Re-Think Your Pretzel	77885817	12/3/2009			US
The Best of the Pretzel	77885828	12/3/2009			US
Taste the New Twist	77886112	12/4/2009			US
Delight in a Bag	77886163	12/4/2009			US
Not Your Childhood Pretzel*	77885800	12/3/2009			US

* The assignment of the Not Your Childhood Pretzel, App. No. 77885800 from Grantor to Secured Party was recorded separately with the U.S. Patent and Trademark Office on December 7, 2010 at Reel 4427, Frame 0542.