

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PRINCETON VANGUARD, LLC		02/23/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	ONEWEST BANK, FSB
Street Address:	888 EAST WALNUT STREET - HQ-05-03
Internal Address:	ATTN: DAVID LIGON
City:	PASADENA
State/Country:	CALIFORNIA
Postal Code:	91101
Entity Type:	FEDERAL SAVINGS BANK: UNITED STATES

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	85535921	PC JUNIORS
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

CH \$340.00 85535921

Registration Number:

3273012

THE WORLD'S FIRST PRETZEL CRACKER

CORRESPONDENCE DATA

Fax Number: (213)226-4028

Phone: (212)858-1000

Email: kevin.davis@pillsburylaw.com

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.

Address Line 1: PILLSBURY WINTHROP SHAW PITTMAN LLP

Address Line 2: 1540 BROADWAY

Address Line 4: NEW YORK, NEW YORK 10036-4039

ATTORNEY DOCKET NUMBER:

094327-0000034

NAME OF SUBMITTER:

SHANA E. RAMIREZ

Signature:

/Shana E. Ramirez/

Date:

02/27/2012

Total Attachments: 3

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TRADEMARK SECURITY AGREEMENT

PRINCETON VANGUARD, LLC, a Delaware limited liability company (the "Grantor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, grants to ONEWEST BANK, FSB, a federal savings bank (the "Lender"), pursuant to that certain Security Agreement entered into between Grantor, Snack Factory, LLC, a New Jersey limited liability company and Lender dated as of February 23, 2012 (as it may be amended, modified or restated from time to time, the "Security Agreement"), a continuing security interest in the following property, including all:

- (i) trademarks, trademark registrations, interests under trademark license agreements, trade names, trademark applications, service marks, business names, trade styles, designs, logos and other source or business identifiers which are adopted or used in the United States or any state, territory or possession thereof, or in any other place, nation or jurisdiction anywhere in the world, including the trademark registrations and applications listed on **Schedule A** hereto;
- (ii) licenses pertaining to any such mark, whether any Grantor is a licensor or licensee including the licenses listed on **Schedule A** hereto;
- (iii) all income, royalties, damages and payments now and hereafter due and/or payable with respect to any such mark or any such license, including damages and payments for past, present or future infringements thereof;
- (iv) rights to sue for past, present and future infringements thereof;
- (v) rights corresponding thereto throughout the world; and
- (vi) renewals and proceeds of any of the foregoing.

to secure performance of all obligations of Grantor and Snack Factory, LLC under that certain Credit Agreement dated as of February 23, 2012 between Grantor, Snack Factory, LLC and Lender and as set out in the Security Agreement.

Grantor does hereby further acknowledge and affirm that the rights and remedies of Lender with respect to the security interest in the works of authorship, trademarks, trademark registrations and recordings, and trademark applications made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

All terms defined in the Security Agreement, whether by reference or otherwise, when used herein, shall have their respective meanings set forth therein, unless the context requires otherwise.

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IN WITNESS WHEREOF, Grantor has caused this Trademark Security Agreement to be duly executed as of the date first written above.

GRANTOR:

PRINCETON VANGUARD, LLC, a Delaware limited liability company

By: 

Name: Kara M. Roell

Title: Vice President

Schedule A to
TRADEMARK SECURITY AGREEMENT

Trademarks

MARK	STATUS	STATUS DATE	APP. NO.	SER. NO/ REG.	COUNTRY
Pretzel Crisps	Registration Certificate	10/20/2004		1026046	Australia
The Snack Factory	Registration Certificate	11/9/2005		2406006	Great Britain
The Snack Factory	Registration Certificate	8/15/2006	78458584	3128716	US
Pretzel Crisps	Registration Certificate	5/3/2007		TMA986,821	Canada
The World's First Pretzel Cracker	Registration Certificate	7/31/2007	77100075	3273012	US
PRETZEL CRISPS (STYLIZED)	Registration Certificate	4/10/2008		5855614	CMT (EU)
It's All About The Crunch!	Registration Certificate	11/4/2008	77097799	3528180	US
PRETZEL CRISPS (STYLIZED)	Registration Certificate	11/14/2008		5180084	Japan
Irresistibly Crunchy. Naturally Thin. Deliciously Gourmet.	Registration Certificate	11/18/2008	77372726	3535211	US
3 hole cracker design trademark	2nd extension of time for Office Action due 3/1/12	12/19/2008		1422554	Canada
Two Hole Pretzel & Bag Design	Registration Certificate	1/15/2009		581678	Switzerland
Product packaging configuration with vertical stripes and a rectangle center	Registration Certificate	2/24/2009	77470249	3579225	US
Pretzel Crisps	Pending- Opposition after publication at Trademark Trial and Appeal Board	4/14/2010	76700802		US
Rethink Your Pretzel	Registration Certificate	2/8/2011	77896058	3917995	US
Snack Factory	Registration Certificate	2/8/2011	77908911	3918021	US
Rethink Your Pretzel!	Registration Certificate	3/8/2011	77905977	3929870	US
Pretzel Crisps	Notice of acceptance of Section 8 filing	8/19/2011	78405596	2890303	US
3 hole pretzel cracker product configuration trademark	Registration Certificate	10/11/2011	77505420	4036701	US
The Best Part of the Pretzel	3rd extension of time granted	2/3/2012	77885616		US
PC Juniors	Filed an Intent to Use	2/7/2012	85535921	1026046	US