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.		02/29/2012	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: 1

Property Type	Number	Word Mark
Serial Number:	85447064	FINISHING BLENDS

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:	3709483-20-467
NAME OF SUBMITTER:	Sana Hakim
Signature:	/sh/

CH $40.00 85447064

Date:	03/02/2012

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made this 24 day of February, 2012 (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 mark and registration listed on Schedule A hereto ("Trademark"); and

WHEREAS, Assignee is the successor to the ongoing and existing portion of the business of Assignor to which the Trademark pertains and desires to acquire the Trademark.

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 Trademark, including all common law rights, registrations and applications therefor, together with goodwill of the business connected with the use of the Trademark 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 David Schwartz

Name: David Schwartz
Title: Vice President

State of New Jersey)
) SS.
)

I, a notary public for the state aforesaid, do hereby certify that David Schwartz, 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 24th day of February 2012.

Joan H. Connelly

Notary Public

My commission expires

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

[[3332852]]

EXHIBIT A

Country	Reg./App. Number	Trade Mark	Class	Status
United States	85/447,064	FINISHING BLENDS	030	Pending

[[3332852]]