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
GFA Brands, Inc.		04/02/2012	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: 3

Property Type	Number	Word Mark
Registration Number:	1275379	MRS. FANNING'S
Registration Number:	1247220	TASTE THIS GOOD HAPPENS ONCE IN A PICKLE
Registration Number:	1874017	THE ORIGINAL BREAD 'N BUTTER PICKLES

CH $90.00 1275379

CORRESPONDENCE DATA

Fax Number: 3128278185

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

Phone: 312-807-4350
Email: chicago.trademarks@klgates.com, sana.hakim@klgates.com
Correspondent Name: Sana Hakim c/o K&L Gates LLP
Address Line 1: P.O. Box 1135
Address Line 4: Chicago, ILLINOIS 60690-1135

NAME OF SUBMITTER:	Sana Hakim
Signature:	/sh/

Date:	04/16/2012

Total Attachments: 2
source=fanning Assignment#page1.tif
source=fanning Assignment#page2.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into this 2nd day of April, 2012, by **GFA BRANDS, INC.**, a Delaware corporation ("Assignor"), in favor of **B&G FOODS NORTH AMERICA, INC.**, a Delaware Corporation ("Assignee").

RECITALS:

WHEREAS, Assignor owns the trademark registrations set forth in Schedule A hereto (collectively, the "Trademarks").

WHEREAS, Assignor and Assignee have entered into an Asset Purchase and Sale Agreement of even date whereby, among other things, Assignor has agreed to sell and assign to Assignee the entire right, title and interest of Assignor in and to the Trademarks and registrations therefor, including the goodwill of the business symbolized thereby.

NOW, THEREFORE, for the good and valuable consideration stated in the Asset Purchase and Sale Agreement given by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged by Assignor, and in consideration of the mutual promises and covenants contained herein, Assignor, does hereby grant, sell, convey, transfer, assign, set over, release and confirm unto Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Trademarks and their registrations, including all common law rights therefor and any foreign applications or registrations, the goodwill of the business symbolized thereby, all rights of action arising therefrom, and all claims for damage or other remedies by reason of past, present or future infringement thereof, and all income, royalties or payments due as of the date hereof or hereafter, in the United States and all foreign countries; all said right, title and interest to be held and enjoyed by said Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

Executed this 2nd day of April, 2012.

ASSIGNOR:

GFA BRANDS, INC.

By: Peter L. Dray

STATE OF NEW JERSEY)
)ss.
COUNTY OF BERGEN)

On this 2nd day of April, 2012, personally appeared before me Peter L. Dray, who by me duly sworn did say that he is the Chief Innovation Officer of GFA Brands, Inc, and that said instrument was signed and sealed on behalf of said corporation, and said officer acknowledged said instrument to be the free act and deed of said corporation.

Marthajean Drago
Notary Public, State of New Jersey

MARTHAJEAN DRAGO
NOTARY PUBLIC #2413496
STATE OF NEW JERSEY
MY COMMISSION EXPIRES 10.13.18

SCHEDULE A

Trademarks

Registered U.S. Trademarks	Registration No.	Date	Goods
MRS. FANNING'S	1,275,379	24-Apr-1984	Pickles
TASTE THIS GOOD HAPPENS ONCE IN A PICKLE	1,247,220	02-Aug-1983	Pickles
THE ORIGINAL BREAD 'N BUTTER PICKLES	1,874,017	17-Jan-1995	Pickles