

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Grant of Security Interest

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wise Foods, Inc.		06/28/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	OneWest Bank, FSB, As Agent for the Secured Party
Street Address:	888 East Walnut Street
City:	Pasadena
State/Country:	CALIFORNIA
Postal Code:	91101
Entity Type:	Bank: UNITED STATES

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Serial Number:	76711463	FLAVOR THAT POPS!
Serial Number:	76711072	NY DELI
Serial Number:	76700483	SNACK LOUD! SNACK PROUD!
Serial Number:	76700484	SNACK LOUD! SNACK PROUD!
Serial Number:	76698683	CHEEZ DUDES
Serial Number:	76698684	CHEEZ DUDES
Serial Number:	76684560	FOX Z. DOODLE
Serial Number:	76673164	WISE CHOICES
Serial Number:	76673163	WISE CHOICES
Serial Number:	78292228	
Serial Number:	76168505	NACHO TWISTERS
Serial Number:	75181571	WISE
Serial Number:	75181573	WISE
Serial Number:	75094527	WISE CHOICE

CH \$815.00 76711463

Registration Number:	2105371	
Serial Number:	75047663	WISECRACKERS
Serial Number:	74298408	DOODLES
Serial Number:	74222369	DOODLE O'S
Serial Number:	74078021	BIG MUNCH!
Serial Number:	73696405	QUINLAN
Serial Number:	73696406	Q
Serial Number:	73596432	BRAVOS
Serial Number:	73535587	NEW YORK DELI
Serial Number:	73533378	NEW YORK DELI POTATO CHIPS
Serial Number:	73428290	RIDGIES
Serial Number:	73386014	
Serial Number:	72265797	GADGETS
Serial Number:	72088885	WISE
Serial Number:	72058208	DIPSY DOODLES
Serial Number:	72033313	"PEPPY"
Serial Number:	72009551	CHEEZ DOODLES
Serial Number:	71686712	RIDGIES

**CORRESPONDENCE DATA**

Fax Number:

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

Email: lisa.levinson@kattenlaw.com

Correspondent Name: Lisa Levinson

Address Line 1: 2029 Century Park East, Suite 2600

Address Line 2: Katten Muchin Rosenman LLP

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	382378-2
NAME OF SUBMITTER:	Lisa Levinson
Signature:	/Lisa Levinson/
Date:	07/02/2012

Total Attachments: 2

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NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

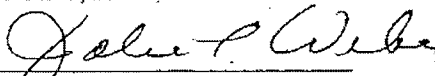
Please be advised that pursuant to the Security Agreement dated as of June 28, 2012 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the "Agreement") by and among the grantors party thereto (each a "Grantor" and collectively, the "Grantors") and OneWest Bank, FSB, as Agent (the "Agent") for the Secured Party referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Agent for the ratable benefit of the Secured Party.

The undersigned Grantor and the Agent, on behalf of the Secured Party, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

WISE FOODS, INC., as Grantor

By:

  
Name: Jolie Weber

Title: Chief Financial Officer

**Schedule 1**

Mark	Application No.	Application Date	Registration No.	Registration Date	Status of Mark	Owner/Applicant
FLAVOR THAT POPS!	76711463	5/10/12	N/A	N/A	Pending	Wise Foods, Inc.
NY DELI	76711072	3/30/12	N/A	N/A	Pending-intent to use	Wise Foods, Inc.
SNACK LOUD! SNACK PROUD!	76700483	11/23/09	3812425	7/6/10	Registered	Wise Foods, Inc.
SNACK LOUD! SNACK PROUD!	76700484	11/23/09	3812426	7/6/10	Registered	Wise Foods, Inc.
CHEEZ DUDES	76698683	7/29/09	3839588	8/31/10	Registered	Wise Foods, Inc.
CHEEZ DUDES	76698684	7/29/09	3956273	5/10/11	Registered	Wise Foods, Inc.
FOX Z. DOODLE	76684560	12/3/07	3465062	7/15/08	Registered	Wise Foods, Inc.
WISE CHOICES	76673164	3/25/08	3402320	3/25/08	Registered	Wise Foods, Inc.
WISE CHOICES	76673163	2/26/07	3405949	4/1/08	Registered	Wise Foods, Inc.
Design Only	78292228	8/26/03	N/A	N/A	Abandoned-intent to use	Wise Foods, Inc.
NACHO TWISTERS	76168505	11/20/00	2524803	1/1/02	Registered	Wise Foods, Inc.
WISE	75181571	10/15/96	2325068	3/7/00	Registered	Wise Foods, Inc.
Design Only	75181572	10/15/96	2105371	10/14/97	Registered	Wise Foods, Inc.
WISE	75181573	10/15/96	2325069	3/7/00	Registered	Wise Foods, Inc.
WISE CHOICE	75094527	4/19/96	2054967	4/22/97	Registered	Wise Foods, Inc.
WISECRACKERS	75047663	1/24/96	2102108	9/30/97	Registered	Wise Foods, Inc.
DOODLES	74298408	7/27/92	1793250	9/14/93	Registered	Wise Foods, Inc.
DOODLE O'S	74222369	11/18/91	1747875	1/19/93	Registered	Wise Foods, Inc.
BIG MUNCH	74078021	7/13/90	1659915	10/8/91	Registered	Wise Foods, Inc.
QUINLAN	73696405	11/19/87	1502387	8/30/88	Registered	Wise Foods, Inc.
Q	73696406	11/19/87	1501540	8/23/88	Registered	Wise Foods, Inc.
BRAVOS	73596432	5/2/86	1434129	3/24/87	Registered	Wise Foods, Inc.
NEW YORK DELI	73535587	5/3/85	1396992	6/10/86	Registered	Wise Foods, Inc.
NEW YORK DELI POTATO CHIPS	73533378	4/22/85	1398687	6/24/86	Registered	Wise Foods, Inc.
RIDGIES	73428290	6/1/83	1286199	7/17/84	Registered	Wise Foods, Inc.
Design Only	73386014	9/16/82	1314859	1/15/85	Registered	Wise Foods, Inc.
GADGETS	72265797	3/2/67	0849904	5/28/68	Registered	Wise Foods, Inc.
WISE	72088885	1/12/60	0705034	9/27/60	Registered	Wise Foods, Inc.
DIPSY DOODLES	72058208	9/2/58	0690326	12/22/59	Registered	Wise Foods, Inc.
"PEPPY"	72033313	7/5/57	0669985	11/18/58	Registered	Wise Foods, Inc.
CHEEZ DOODLES	72009551	6/4/56	0644839	4/30/57	Registered	Wise Foods, Inc.
RIDGIES	71686712	5/2/55	0624150	3/27/56	Registered	Wise Foods, Inc.

**TRADEMARK**

**RECORDED: 07/02/2012**

**REEL: 004813 FRAME: 0757**