

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
FLAVOR RIGHT FOODS GROUP, INC.		06/26/2012	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	RICH PRODUCTS CORPORATION		
Street Address:	ONE ROBERT RICH WAY		
City:	BUFFALO		
State/Country:	NEW YORK		
Postal Code:	14213		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	2011726	CREMETASTIC	
Registration Number:	2874206	FESTEJOS	
Registration Number:	1656945	HEALTHGLOW	
Registration Number:	3289778	OLDE WORLD	
Registration Number:	0992646	PANTRY WHIP	
Registration Number:	3414065	TRANSZERO	
Registration Number:	1931668	WHIP'N ICE	
Registration Number:	1748690	WHIP N' TOP	
Registration Number:	1935470	FLAVOR RIGHT FR	
Registration Number:	3743497	GOURMET WHIP	
CORRESPONDENCE DATA			
Fax Number:	2163639001		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

OP \$265.00 2011726

via US Mail.

Phone: 216-363-9100
Email: bturung@faysharpe.com
Correspondent Name: Brian E. Turung
Address Line 1: 1228 Euclid Ave.
Address Line 2: The Halle Bldg., 5th fl.
Address Line 4: CLEVELAND, OHIO 44115

ATTORNEY DOCKET NUMBER:	RICH 500019 AND OTHERS
NAME OF SUBMITTER:	BRIAN E.TURUNG
Signature:	/BRIAN E. TURUNG/
Date:	07/05/2012

Total Attachments: 2
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FLAVOR RIGHT FOODS GROUP, INC. ASSIGNMENT

WHEREAS, Flavor Right Foods Group, Inc., an Arizona corporation, having a place of business at 2517 East Chambers Street, Phoenix, Arizona 85040 (hereinafter "Assignor"), owns all right, title and interest in and to the trademarks, trademark applications, and all common law and state law trademark rights in the trademarks identified in the attached Exhibit A (hereinafter "said Marks");

WHEREAS, Rich Products Corporation, a Corporation of Delaware, having a place of business at One Robert Rich Way, Buffalo, New York 14213 (hereinafter "Assignee"), is desirous of acquiring said Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assigns, transfers, conveys and quitclaims unto said Assignee all right, title and interest in and to said Marks, the applications of said Marks, and all common law and state law trademark rights in and to said Marks, together with the goodwill of the business symbolized by said Marks, all identified in the attached Exhibit A.

FLAVOR RIGHT FOODS GROUP, INC.

By: 
Name: William E. Grieshaber, Jr.
Title: Vice President

STATE OF : New York)
)
COUNTY OF : Erie) SS

Subscribed and sworn to before me this 26th day of June, 2012.



Notary Public
ERICA R. FRANK
NOTARY PUBLIC-STATE OF NEW YORK
No. 01R16117391
Qualified in Erie County
My Commission Expires October 25, 2012

EXHIBIT A

<u>US TRADEMARK</u>	<u>REGISTRATION NO./ SERIAL NO.</u>	<u>REGISTERED/ FILED</u>
CREMETASTIC & Design	2,011,726	October 29, 1996
FESTEJOS	2,874,206	August 17, 2004
HEALTHGLOW & Design	1,656,945	September 10, 1991
OLDE WORLD	3,289,778	September 11, 2007
PANTRY WHIP (Stylized)	992,646	September 3, 1974
TRANSZERO	3,414,065	April 22, 2008
WHIP'N ICE & Design	1,931,668	October 31, 1995
WHIP 'N TOP	1,748,690	January 26, 1993
FLAVOR RIGHT FR & Design	1,935,470	November 14, 1995
GOURMET WHIP	3,743,497	January 26, 2010