

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
B & G Products, LLC		07/25/2012	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	B & G Products Company Inc.		
Street Address:	3631 - 44th Street SE		
Internal Address:	No. E		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49512		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1544174	B&G	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6169652430		
Email:	trademarks@mitchelliplaw.com		
Correspondent Name:	Mitchell Intellectual Property Law, PLLC		
Address Line 1:	1595 Galbraith Avenue SE		
Address Line 4:	Grand Rapids, MICHIGAN 49546		
ATTORNEY DOCKET NUMBER:	B&G T300		
NAME OF SUBMITTER:	James A. Mitchell		
Signature:	/James Albee Mitchell/		
Date:	08/01/2012		
Total Attachments: 1 source=B&G_TrademarkAssignment#page1.tif			

CH \$40.00 1544174

Trademark Assignment

WHEREAS, B & G Products, LLC, a Michigan company ("Assignor"), is the owner of the mark B&G and the owner of record of United States Trademark Registration Number 1,544,174 for the mark B&G (the "Mark"); and

WHEREAS, B & G Products Company Inc., a Michigan corporation of 3631 - 44th Street SE, Grand Rapids, Michigan 49512 ("Assignee"), wishes to acquire the Mark and all rights and registrations related thereto, including, without limitation all of the goodwill associated therewith, the right to sue and recover for existing and prior infringements, and the relevant U.S. Trademark Registration.

NOW, THEREFORE, in view of the above, and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers unto Assignee the entire right, title and interest in and to the Mark and all rights and registrations related thereto, including without limitation, all of the goodwill associated therewith, the right to sue and recover for existing and prior infringements and the relevant U.S. Trademark Registrations.

This assignment is entered into and effective as of the 25th of July, 2012.

ASSIGNOR:

B & G PRODUCTS, LLC

Kathleen A. Geddes
By: Kathleen A. Geddes
Its: General Manager

STATE OF Michigan)
COUNTY OF Kent) ss.

The foregoing instrument was acknowledged before me this 25th day of July, 2012, by Kathleen A. Geddes, who is the General Manager of B & G Products LLC, a Michigan limited liability company, who executed the instrument on behalf of said entity.

Susan Van Holstyn
Notary Public State of Michigan County, Kent
My commission expires: 09/27/2018

SUSAN VANHOLSTYN
Notary Public, State of Michigan
County of Kent
My Commission Expires: 9/27/2018

TRADEMARK