

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
Ahold Licensing Sarl		07/31/2012	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Frito-Lay North America, Inc.		
Street Address:	7700 Legacy Drive		
Internal Address:	Mail Stop 3A-421		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75024		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2920673	TWISTO'S	
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:	972-334-2587		
Email:	trademarks@pepsico.com		
Correspondent Name:	Jeanette S. Zimmer		
Address Line 1:	7701 Legacy Drive		
Address Line 2:	Mail Stop 3A-421		
Address Line 4:	Plano, TEXAS 75024		
ATTORNEY DOCKET NUMBER:	TWISTO'S		
NAME OF SUBMITTER:	Jeanette S. Zimmer		
Signature:	/Jeanette S. Zimmer/		

CH \$40.00 2920673

Date:

09/06/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, AHOLD LICENSING Sarl, a corporation organized and existing under the laws of Switzerland having a place of business at 2 Rue Jean-Petitot, Geneva, Switzerland 1204 (hereinafter referred to as "Assignor"), is the owner of all right, title and interest in and to the trademark TWISTO'S for cookies (the "Trademark"), and all goodwill related thereto, and the registration thereof, Registration Number 2920673 (the "Registration"); and

WHEREAS, FRITO-LAY NORTH AMERICA, INC., a corporation organized and existing under the laws of the state of Delaware having a place of business at 7701 Legacy Drive, Mail Stop 3A-421, Plano, TX 75024 ("Assignee"), is desirous of acquiring the Trademark and the goodwill associated therewith, and the Registration; and

WHEREAS, the assignment of the Trademark and the Registration shall be made of record in the United States Patent and Trademark Office; and

WHEREAS, Assignor agrees that it will execute or arrange for execution of such further assignment documents or other legal instruments as may be required, if any, from Assignor to permit Assignee to obtain recordation of the assignment of the Trademark and the Registration from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, free and clear of all liens and encumbrances, all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, the Registration, and all common or other law rights in or to the Trademark, as well as all rights to damages and profits, due or accrued, arising out of past infringements of the Trademark, and the right to sue and recover for same.

APPROVED AS TO LEGAL FORM

Planeta Zmer
Law Department

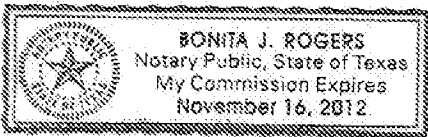
FRITO-LAY NORTH AMERICA, INC.

By: *Daniel Naor*
Daniel Naor
Senior Vice President and
General Manager

ACKNOWLEDGMENT

STATE OF Texas)
COUNTY OF Collin)

On this the 31 day of July, 2012, before me personally appeared Daniel Naor, who acknowledged and proved himself to be authorized to execute the above Agreement, and who freely and voluntarily executed the foregoing instrument on behalf of FRITO-LAY NORTH AMERICA, INC. for the purposes therein stated.



Bonita J. Rogers
Notary Public

[NOTARY SEAL]

My commission expires:

11/16/12