

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
THE SNACK FACTORY, INC.		10/18/2012	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Princeton Vanguard LLC.		
Street Address:	11 Tamarack Circle		
City:	Skillman		
State/Country:	NEW JERSEY		
Postal Code:	08558		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85535921	PC JUNIORS	
CORRESPONDENCE DATA			
Fax Number:	8055846427		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	805.579.2500		
Email:	chris@brooksiplaw.com		
Correspondent Name:	Michael Blaine Brooks, P.C.		
Address Line 1:	1445 E. Los Angeles Ave.		
Address Line 2:	Suite 208		
Address Line 4:	Simi Valley, CALIFORNIA 93065		
ATTORNEY DOCKET NUMBER:	PVG1201TM		
NAME OF SUBMITTER:	Pejman Yedidsion		
Signature:	/pejman yedidsion/		

CH \$40.00 85535921

Date:

10/25/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, THE SNACK FACTORY, INC. of 5176 Province Line Road, Princeton, NJ 08540, hereafter referred to as the "Assignor," has applied for and/or obtained a trademark for which an application for a United States Trademark, has been filed, and Whereas, Princeton Vanguard LLC., hereafter, together with any successors, legal representatives, or assigns, thereof, hereafter referred to as the "Assignee" whose mailing address is 11 Tamarack Circle, Skillman, NJ, 08558 is desirous of acquiring the entire right, title, and interest in and to said trademark:

WHEREAS, the Assignor (i) has registered or (ii) has applied for the registration of those certain trademarks and/or service marks, listed on Exhibit A, attached hereto and incorporated by reference herein; WHEREAS, the Assignor is the owner of the Trademark(s) (the "Marks"), together with the goodwill of the business symbolized thereby in connection with the goods and/or services on/for which the Marks are used.

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its rights, title, and interest in and to the Marks. WHEREAS, the Assignee desires to acquire all of the Assignor's rights, title, and interest in and to the Marks; and WHEREAS, the Assignor and Assignee are duly authorized and capable of entering into the Assignment.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor, by these presents hereby conveys, sells, assigns, transfers, delivers, and contributes to Assignee all of Assignor's rights, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business relating to the goods and/or services in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that Assignor will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

AND ASSIGNOR HEREBY covenants that Assignor has full right to convey the entire interest herein assigned, and that Assignor has not executed, and will not execute, any agreements in conflict herewith;

AND ASSIGNOR HEREBY further covenants and agrees that Assignor will communicate to Assignee any facts known to Assignor respecting said improvements, and testify in any legal proceeding, sign all lawful papers, make all rightful oaths and generally do everything possible to aid Assignee to obtain and enforce proper protection for said Marks in all countries.

For purposes of recordation, the Assignor authorizes the Law Office of Michael Blaine Brooks, P.C., to enter below the filing date and serial number of the Marks listed in Exhibit A.

U.S. Filing Date: February 7, 2012;

and

U.S. Trademark Serial Number: 85/535,921.

Assignor

Lawrence Dean

Signature of Authorized Signatory of The Snack Factory

Lawrence Dean

Print Name of Authorized Signatory of The Snack Factory

CEO

Title of Authorized Signatory of The Snack Factory

10/17/12

Date

Assignee

Thomas M. O'Rourke

Signature of Authorized Signatory of Princeton Vanguard LLC.

Thomas M. O'Rourke

Print Name of Authorized Signatory of Princeton Vanguard LLC.

CEO

Title of Authorized Signatory of Princeton Vanguard LLC.

10/18/12

Date

EXHIBIT A

PC JUNIORS