

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
Odell's		12/12/2012	CORPORATION: NEVADA

**RECEIVING PARTY DATA**

Name:	Ventura Foods, LLC
Street Address:	40 Pointe Drive
City:	Brea
State/Country:	CALIFORNIA
Postal Code:	92821
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Registration Number:	3263824	CHEF'S BUTTER
Registration Number:	3297971	ODELL'S
Registration Number:	3335063	ODELL'S
Registration Number:	3393626	PREMIUM MOVIE THEATRE POPCORN KIT
Registration Number:	3418401	ODELL'S ONLINE.COM
Registration Number:	3457766	WE POP & TOP AMERICA'S POPCORN
Registration Number:	3478247	ILOVEBUTTER.COM
Registration Number:	3501664	CLASSIC BLEND
Registration Number:	3547883	THEATRE SELECT
Registration Number:	3563796	CHEF'S BUTTER

**CORRESPONDENCE DATA**

Fax Number: 4159831200

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

CH \$265.00 3263824

Phone: 415-983-1802  
Email: sftrademarks@pillsburylaw.com  
Correspondent Name: Richard L. Kirkpatrick  
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Address Line 2: Calendar/Docketing Department  
Address Line 4: San Francisco, CALIFORNIA 94126-2824


ATTORNEY DOCKET NUMBER:	083122-0421566-17171
NAME OF SUBMITTER:	Richard L. Kirkpatrick
Signature:	/Richard L. Kirkpatrick/
Date:	04/02/2013

Total Attachments: 2  
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Trademark Assignment

To memorialize in recordable form the Asset Purchase Agreement dated Dec 12, 2012, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Odell's, a Nevada Corporation ("Assignor"), has assigned as of Dec 21, 2012, and does hereby confirm the assignment to Ventura Foods, LLC, a Delaware limited liability company ("Assignee"), all right, title and interest in and to the trademarks and service marks identified at Schedule A, including all trademark applications and registrations, and all common law rights therein, all domain names, and the goodwill symbolized by and associated with the use of same, together with all rights and causes of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue and recover for past infringement and receive all damages, payments and costs and fees associated therewith.

Odell's

By: 

Name: ATHENA ANDERSON

Title: OWNER

Schedule A

<b>Serial Number Registration Number</b>	<b>Mark Identification</b>
78/925,068 3,263,824	CHEF'S BUTTER
78/926,175 3,297,971	ODELL'S
78/926,135 3,335,063	ODELL'S
77/109,055 3,393,626	PREMIUM MOVIE THEATRE POPCORN KIT
78/928,352 3,418,401	ODELL'S ONLINE.COM
77/322,025 3,457,766	WE POP & TOP AMERICA'S POPCORN
78/925,069 3,478,247	ILOVEBUTTER.COM
77/397,662 3,501,664	CLASSIC BLEND
77/296,681 3,547,883	THEATRE SELECT
77/480,553 3,563,796	CHEF'S BUTTER