

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|---|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| S&S Brands, Inc. | | 03/26/2013 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Parmalat S.p.A. | | |
| Street Address: | Via delle Nazioni Unite, 4 | | |
| City: | Collecchio (Parma) | | |
| State/Country: | ITALY | | |
| Postal Code: | I-43044 | | |
| Entity Type: | JOINT STOCK COMPANY: ITALY | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2818108 | ICEBREAK | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4042520970 | | |
| | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| Phone: | 404-252-0900 | | |
| Email: | mandy@sladlaw.com | | |
| Correspondent Name: | Jeffrey B. Sladkus, Esq. | | |
| Address Line 1: | 1827 Powers Ferry Road | | |
| Address Line 2: | Building 6, Suite 200 | | |
| Address Line 4: | Atlanta, GEORGIA 30339 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Jeffrey B. Sladkus, Esq. | | |
| Address Line 1: | 1827 Powers Ferry Road | | |
| Address Line 2: | Building 6, Suite 200 | | |
| Address Line 4: | Atlanta, GEORGIA 30339 | | |

OP \$40.00 2818108

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| NAME OF SUBMITTER: | Jeffrey B. Sladkus |
| Signature: | /Jeffrey B. Sladkus/ |
| Date: | 04/25/2013 |
| Total Attachments: 1 source=ICEBREAK Assignment#page1.tif | |

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective as of March 26, 2013 (the Effective Date") is made by and between, a S&S Brands Inc., a Delaware Corporation, with an address of: 1007 Orange Street, Wilmington, DE 19801 ("Assignor") and Parmalat S.p.A. an Italian joint stock company, with an address of: Via delle Nazioni Unite, 4 I-43044 Collecchio (Parma) ITALY ("Assignee").

WHEREAS, Assignor is the owner of, and desires to assign to Assignee, all right, title and interest in and to: (i) any and all trademark, and intellectual property rights, including rights of priority, and registration for the mark/name ICEBREAK identified under **US Registration No. 2,818,108** ("the Mark"); and (ii) any and all goodwill of the business associated with the Mark;

WHEREAS, Assignee desires to acquire the Mark and any and all goodwill of the business associated therewith from Assignor, subject to the terms and conditions of this Assignment;

WHEREAS, Assignor and Assignee desire to confirm of record the assignment of the Mark and goodwill to Assignee; and

NOW, THEREFORE, in consideration of the foregoing recitals, the mutual covenants and conditions contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns to Assignee all right, title and interest in and to the Mark, together with: (i) the goodwill symbolized by the Mark; and (ii) any royalties or other consideration owed in connection with use of the Mark after the Effective Date.
2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Mark, goodwill and all other rights hereby conveyed.
3. Subject to the terms hereof, Assignee accepts such assignment of the Mark and goodwill.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by their respective authorized officers, all as of the day and year first above written.

ASSIGNOR:

ASSIGNEE:

S&S Brands, Inc.

Parmalat S.p.A

Signed: Joan L. Vori
 Name: Joan L. Vori
 Title: President
 Date: 4/8/2013

Signed: Giuseppina Colsi
 Name: GIUSEPPINA COLSI
 Title: GENERAL COUNSEL
 Date: 4/23/2013