

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
SensoryEffects Powder Systems, Inc.		05/29/2013	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
Name:	Performance Chemicals & Ingredients Company
Street Address:	1401 S. Brentwood
Internal Address:	Suite 375
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63144
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	3259135	SENSORY EFFECTS

<b>CORRESPONDENCE DATA</b>	
Fax Number:	2146594832
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	2146594578
Email:	nealk@akllp.com
Correspondent Name:	Michele P. Schwartz
Address Line 1:	1717 Main Street
Address Line 2:	Suite 3700
Address Line 4:	Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	169353
NAME OF SUBMITTER:	Michele P. Schwartz

CH \$40.00 3259135

Signature:	/Michele P. Schwartz/
Date:	05/30/2013
Total Attachments: 2 source=AssignSENSORYtoPerformance#page1.tif source=AssignSENSORYtoPerformance#page2.tif	

**TRADEMARK ASSIGNMENT**

This ASSIGNMENT of trademark rights is made effective as of May 29, 2013, by and between SensoryEffects Powder Systems, Inc., a Delaware corporation, doing business at 24 North Clinton Street, Defiance, Ohio 43512 ("Assignor") and, Performance Chemicals & Ingredients Company, a Delaware corporation, doing business at 1401 S. Brentwood, Suite 375, St. Louis, MO 63144 ("Assignee").

WHEREAS, Assignor owns all rights, title and interest in and to, the mark SENSORYEFFECTS for food ingredient products and related services; stylized versions of the mark as depicted in Exhibit 1 hereto and made a part hereof, for said goods and services; as well as United States Trademark Registration No. 3,259,135 therefor, Canadian Registration No. TMA658,566 therefor, Benelux Registration No. 754970 therefor, and all goodwill associated therewith (collectively, the "Mark"); and

WHEREAS, Assignor desires to transfer to Assignee and Assignee desires to acquire from Assignor, the entirety of Assignor's right, title and interest in and to the Mark and the registration therefor;

NOW, THEREFORE, for the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor agrees as follows:

1. Assignor does hereby sell, assign, transfer and set over unto Assignee, its successors and assigns, all of Assignor's rights, title and interest in and to the Mark, together with the goodwill of the business associated with the Mark.
2. Assignor does hereby sell, assign, transfer and set over onto Assignee, its successors, and assigns, all claims for damages by reason of past infringement of the Mark, the right to sue for and collect same for its own use and enjoyment and for the use and enjoyment of its successors or assigns.
3. Assignor authorizes the Commissioner of Patents and Trademarks of the United States Patent and Trademark Office to record the Mark, and title thereto, as the property of Assignee, in accordance with the terms of this instrument.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.

Dated: 5/29/13

ASSIGNOR:  
 SENSORYEFFECTS POWDER SYSTEMS, INC.  
 By: [Signature]  
 Name: Christopher McRorie  
 Title: General Counsel & Secretary

Dated: 5/29/13

ASSIGNEE:  
 PERFORMANCE CHEMICALS & INGREDIENTS COMPANY  
 By: [Signature]  
 Name: Christopher McRorie  
 Title: General Counsel & Secretary

Exhibit 1

Marks:



DAL.866616.1