

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 |
| | Signature Brands LLC | | 06/04/2013 |
| | Entity Type LIMITED LIABILITY COMPANY: DELAWARE | | |
| RECEIVING PARTY DATA | | | |
| Name: | Beech-Nut Nutrition Corporation | | |
| Street Address: | 100 Hero Drive | | |
| City: | Amsterdam | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 12010 | | |
| Entity Type: | CORPORATION: NEVADA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| | Property Type | Number | Word Mark |
| | Serial Number: | 85717472 | VELVET |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6465881457 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 212-297-2697 | | |
| Email: | tmdocketing@cozen.com | | |
| Correspondent Name: | Lance Lieberman | | |
| Address Line 1: | 277 Park Avenue | | |
| Address Line 2: | Cozen O'Connor | | |
| Address Line 4: | New York, NEW YORK 10172 | | |
| ATTORNEY DOCKET NUMBER: | 463702-354/326622 | | |
| NAME OF SUBMITTER: | Lance J Lieberman | | |
| Signature: | /Lance J Lieberman/ | | |
| Date: | 06/04/2013 | | |
| Total Attachments: 1 source=Assignment#page1.tif | | | |

OP \$40.00 85717472

ASSIGNMENT OF TRADEMARK

WHEREAS, SIGNATURE BRANDS LLC (hereinafter "ASSIGNOR"), is the owner of all right, title and interest in and to the Trademark "VELVET" which is the subject of U.S. Trademark Application No. 85/717,472, filed August 30, 2012, has a *bona fide* intention to use the said "VELVET" trademark in US commerce, and is the owner of all right, title and interest in and to the said U.S. Trademark Application No. 85/717,472; and

WHEREAS, BEECH-NUT NUTRITION CORPORATION, a corporation of the State of Nevada having a place of business at 100 Hero Drive, Amsterdam, New York 12010 (hereinafter "ASSIGNEE"), is desirous of acquiring from ASSIGNOR the said "VELVET" trademark and the said U.S. Trademark Application No. 85/717,472 thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR does hereby sell, assign and transfer over unto the said ASSIGNEE all of its right, title and interest in and to the said "VELVET" Trademark, together with the good will of the business symbolized by the said Trademark and the entire ongoing business to which the said trademark pertains, and in and to the said U.S. Trademark Application No. 85/717,472, including the right to sue for past infringements thereof.

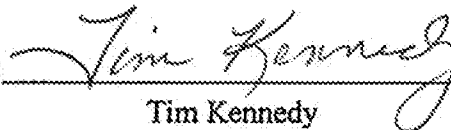
IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized representative.

Signature Brands LLC

Dated: _____

6/4/13

By: _____



Tim Kennedy
Senior Vice President