

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL														
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Signature Brands LLC</td> <td></td> <td>06/04/2013</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Signature Brands LLC		06/04/2013	LIMITED LIABILITY COMPANY: DELAWARE				
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<table border="1"> <tr> <td>Name:</td> <td>Beech-Nut Nutrition Corporation</td> </tr> <tr> <td>Street Address:</td> <td>100 Hero Drive</td> </tr> <tr> <td>City:</td> <td>Amsterdam</td> </tr> <tr> <td>State/Country:</td> <td>NEW YORK</td> </tr> <tr> <td>Postal Code:</td> <td>12010</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: NEVADA</td> </tr> </table>				Name:	Beech-Nut Nutrition Corporation	Street Address:	100 Hero Drive	City:	Amsterdam	State/Country:	NEW YORK	Postal Code:	12010	Entity Type:	CORPORATION: NEVADA
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PROPERTY NUMBERS Total: 1															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>85717472</td> <td>VELVET</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Serial Number:	85717472	VELVET						
Property Type	Number	Word Mark													
Serial Number:	85717472	VELVET													
CORRESPONDENCE DATA															
<p>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></p> <p>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</p>															
ATTORNEY DOCKET NUMBER:	463702-354/326622														
NAME OF SUBMITTER:	Lance J Lieberman														
Signature:	/Lance J Lieberman/														
Date:	06/04/2013														
<p>Total Attachments: 1        source=Assignment#page1.tif</p>															

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