

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
Princeton Vanguard, LLC		06/18/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	S-L Snacks National, LLC		
Street Address:	13024 Ballantyne Corporate Pl., Ste. 900		
Internal Address:	Attn: Legal Dept.		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28277		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3917995	RETHINK YOUR PRETZEL	
Registration Number:	3929870	RETHINK YOUR PRETZEL!	
CORRESPONDENCE DATA			
Fax Number:	7045578197		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	704-557-8951		
Email:	tgraham@snyderslance.com		
Correspondent Name:	Thomas E. Graham		
Address Line 1:	13024 Ballantyne Corporate Pl., Ste. 900		
Address Line 2:	Attn: Legal Dept.		
Address Line 4:	Charlotte, NORTH CAROLINA 28277		
ATTORNEY DOCKET NUMBER:	RETHINK YOUR PRETZEL		
NAME OF SUBMITTER:	Thomas E. Graham		

OP \$65.00 3917995

Signature:	/Thomas E. Graham/
Date:	06/18/2013
Total Attachments: 2 source=Assignment of Trademarks -RETHINK YOUR PRETZEL and RETHINK YOUR PRETZEL! (executed copy)#page1.tif source=Assignment of Trademarks -RETHINK YOUR PRETZEL and RETHINK YOUR PRETZEL! (executed copy)#page2.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (the "Assignment") effective the 21st day of May, 2013, is made by **Princeton Vanguard, LLC**, a Delaware limited liability company ("Assignor") to **S-L Snacks National, LLC**, a North Carolina limited liability company ("Assignee").

Assignor desires to transfer and assign to the Assignee, and the Assignee desires to accept the transfer and assignment of, all of the Assignor's worldwide right, title and interest in, to and under the Assignor's registered trademarks listed below (the "Marks"), incorporated herein by reference.

Trademark	Registration Number
RETHINK YOUR PRETZEL	3,917,995
RETHINK YOUR PRETZEL!	3,929,870

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby transfer and assign to the Assignee all of the Assignor's worldwide right, title and interest in, to and under the Marks, together with the translations, adaptations, derivations and combinations thereof, including the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Marks, and any and all renewals and extensions thereof that may hereafter be secured, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

[signatures appear on following page]

"ASSIGNOR"

Princeton Vanguard, LLC

By: *A Zachary Smith III*
Printed Name: A Zachary Smith III
Title: Secretary

STATE OF NORTH CAROLINA

COUNTY OF MECKLENBURG

On this 18th day of June, 2013, before, Laura C. Hughes personally appeared A. Zachary Smith III of Princeton Vanguard, LLC, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Laura C. Hughes
Notary Public

My Commission Expires: 7/5/2014

