

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

Name	Formerly	Execution Date	Entity Type
MEDORA HOLDINGS, LLC	FORMERLY MEDORA SNACKS, LLC	04/29/2013	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	MEDORA SNACKS, LLC
Street Address:	30 S. Ocean Ave.
City:	Freeport
State/Country:	NEW YORK
Postal Code:	11520
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	77967118	POPCORNERS
Registration Number:	3872791	POPCORNERS
Serial Number:	77967127	THE NEW SHAPE OF POPCORN
Registration Number:	3869920	THE NEW SHAPE OF POPCORN
Serial Number:	85820849	THE NEW SHAPE OF WHOLE GRAIN
Serial Number:	85841153	TWISTED SALT
Serial Number:	85851200	POPANGLES

CORRESPONDENCE DATA

Fax Number:
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-858-1000
 Email: NY-IP@PILLSBURYLAW.COM
 Correspondent Name: KERRY A. BRENNAN
 Address Line 1: 1540 BROADWAY

CH \$190.00 77967118

Address Line 4: NEW YORK, NEW YORK 10036-4039

NAME OF SUBMITTER:

Kerry A. Brennan

Signature:

/Kerry A. Brennan/

Date:

07/11/2013

Total Attachments: 5

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS is made as of April 29, 2013 from Medora Holdings, LLC, formerly known as Medora Snacks, LLC, a New York limited liability company (the "Assignor"), to Medora Snacks, LLC, a Delaware limited liability company (the "Assignee").

WHEREAS, Assignor is the owner of the trademarks which were registered in, and pending trademark applications which were filed with, the United States Patent and Trademark Office and other trademark offices worldwide, as listed on Exhibit A attached hereto (the "Trademarks"); and

WHEREAS, pursuant to the Contribution Agreement between the Assignor and the Assignee (the "Agreement"), the Assignor has agreed to transfer to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with certain of the assets and liabilities of the Assignor; and

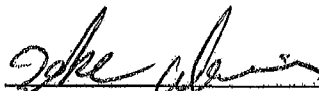
WHEREAS, Assignee is acquiring certain assets to which the pending trademark applications pertain pursuant to 15 U.S.C. § 1060;

NOW THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor DOES HEREBY ASSIGN, TRANSFER AND CONVEY to Assignee, its successors and assigns forever, all of the right, title and interest, whether statutory or common law, of Assignor in, to or arising under the Trademarks, and any and all renewals and extensions of the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the registrations and applications of Trademarks identified on Exhibit A, in the United States and worldwide, as

fully and entirely as the same would have been held by Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the 29th day of April, 2013.

MEDORA HOLDINGS, LLC

By: 
Zeke Alenick
Manager

**MEDORA SNACKS
Exhibit A**

April 26, 2013

Country	Trademark	AppIn No.	Filing Date	Reg No.	Reg Date
US	POPCORNERS	77967118	24-Mar-10	3872791	9-Nov-10
US	THE NEW SHAPE OF POPCORN	77967127	24-Mar-10	3869920	01-Nov-10
US	THE NEW SHAPE OF WHOLE GRAIN	85820849	11-Jan-13		
US	TWISTED SALT	85841153	05-Feb-13		
US	POPANGLES	85851200	15-Feb-13		
Brazil	POPCORNERS	840423596	19-Feb-13		
Brazil	POPCORNERS AND DESIGN	840423578	19-Feb-13		
Brazil	THE NEW SHAPE OF POPCORN	840423560	19-Feb-13		
Canada	POPCORNERS	1607080	17-Dec-12		
Canada	THE NEW SHAPE OF POPCORN	1607088	17-Dec-12		
Canada	THE NEW SHAPE OF WHOLE GRAIN	1612607	04-Feb-13		
Costa Rica	POPCORNERS	2013-1493	20-Feb-13		
Costa Rica	POPCORNERS AND DESIGN			217074	29-Mar-12
Costa Rica	THE NEW SHAPE OF POPCORN	2013-1494	20-Feb-13		
India	POPCORNERS	2487129	28-Feb-13		
India	POPANGLES	2487128	28-Feb-13		
India	THE NEW SHAPE OF POPCORN	2487130	28-Feb-13		
Korea	POPCORNERS	40-2013-5191	28-Jan-13		
Korea	THE NEW SHAPE OF POPCORN	40-2013-5192	28-Jan-13		

Country	Trademark	Appln No.	Filing Date	Reg No.	Reg Date
Mexico	POPCORNERS	1351692	25-Feb-13		
Mexico	POPCORNERS AND DESIGN	1351693	25-Feb-13		
Mexico	POPANGLES	1351313	28-Feb-13		
Mexico	THE NEW SHAPE OF POPCORN	1351694	25-Feb-13		
Norway	POPCORNERS	201301436	29-Jan-13		
Norway	THE NEW SHAPE OF POPCORN	201301437	29-Jan-13		
Panama	POPCORNERS	220597-01	15-Feb-13		
Panama	THE NEW SHAPE OF POPCORN	220598-1	15-Feb-13		
South Africa	POPCORNERS	2013/02818	4-Feb-13		
South Africa	THE NEW SHAPE OF POPCORN	2013/02817	4-Feb-13		
Taiwan	POPCORNERS	102005202	28-Jan-13		
Taiwan	THE NEW SHAPE OF POPCORN	102005203	28-Jan-13		
Thailand	POPCORNERS	881374	13-Feb-13		
Thailand	THE NEW SHAPE OF POPCORN	881375	13-Feb-13		
CTM	POPANGLES	011579471	15-Feb-13		
IR-Iceland	POPCORNERS	500445-504	11-Feb-13		
IR-Iceland	THE NEW SHAPE OF POPCORN	500445-503	11-Feb-13		
IR-Israel	POPCORNERS	500445-504	11-Feb-13		
IR-Israel	THE NEW SHAPE OF POPCORN	500445-503	11-Feb-13		

Country	Trademark	Appln No.	Filing Date	Reg No.	Reg Date
IR-Japan	POPCORNERS	500445-504	11-Feb-13		
IR-Japan	THE NEW SHAPE OF POPCORN	500445-503	11-Feb-13		
IR-CTM	THE NEW SHAPE OF POPCORN	500445-503	11-Feb-13		