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
Pirate Brands, LLC		07/08/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	B&G Foods North America, Inc.
Street Address:	Four Gatehall Drive
Internal Address:	Suite 110
City:	Parsippany
State/Country:	NEW JERSEY
Postal Code:	07054
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Serial Number:	76681113	GROOVY GRANOLA
Serial Number:	85739650	PIRATE BRANDS
Serial Number:	74445802	ORIGINAL POTATO FLYERS
Serial Number:	85681678	ORIGINAL TINGS CRUNCH ON
Serial Number:	85631887	· ORIGINAL TINGS · CRUNCH ON!!
Serial Number:	85594923	PIRATE BRANDS
Serial Number:	74692554	PIRATE'S BOOTY
Serial Number:	85678670	PIRATE'S BOOTY THAR BE GOOD SHIVER ME TI
Serial Number:	77843436	PIRATE'S BOOTY: GET HOOKED!!
Serial Number:	76681105	PIRATE'S SWAG
Serial Number:	85631877	POTATO FLYERS
Serial Number:	85631839	·POTATO FLYERS· TAKE OFF!!
Serial Number:	85678671	· POTATO FLYERS · THE ORIGINAL

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Serial Number:	75076677	POWER PUFFS
Serial Number:	74567032	ROBERT'S AMERICAN GOURMET
Serial Number:	74354236	SMART PUFFS
Serial Number:	85631859	· SMART PUFFS · GENIUS!!
Serial Number:	85681671	SMART PUFFS GENIUS!!
Serial Number:	76456707	TINGS
Serial Number:	76681106	TUBES
Serial Number:	76681108	VEGGIE TUBES
Serial Number:	76649269	ZEN POPCORN

CORRESPONDENCE DATA

Fax Number: 3128278185

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

Phone: 312-807-4350

Email: chicago.trademarks@klgates.com, sana.hakim@klgates.com

Correspondent Name: Sana Hakim c/o K&L Gates LLP

Address Line 1: P.O. Box 1135

Address Line 4: Chicago, ILLINOIS 60690-1135

ATTORNEY DOCKET NUMBER:	3709483-00020
NAME OF SUBMITTER:	Sana Hakim
Signature:	/sh/
Date:	08/09/2013

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, PIRATE BRANDS, LLC, a Delaware limited liability company, having its principal office and place of business at Four Gatehall Drive, Suite 110, Parsippany, New Jersey 07054 U.S.A ("Assignor") owns the marks, applications and registrations (the "Marks") listed in the attached Schedule; and

WHEREAS, B&G FOODS NORTH AMERICA, INC., a Delaware corporation, having its principal office and place of business at Four Gatehall Drive, Suite 110, Parsippany, New Jersey 07054 U.S.A. ("Assignee"), desires to acquire the Marks and is the successor to the ongoing and existing portion of the business of Assignor to which the Marks pertain; and

WHEREAS, Assignor desires to assign the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, including all common law rights, registrations and applications therefor, together with goodwill of the business connected with the use of the Marks and symbolized thereby, and any and all accrued rights of action, royalties or damages for any past or existing infringement or misappropriation of any such rights, in the United States and all foreign countries.

WHEREAS THIS Assignment is effective July 8, 2013.

PIRATE BRANDS, LLC

By: _____
Name: Scott E. Lerner
Title: Executive Vice President

STATE OF New Jersey)
) SS.
COUNTY OF Morris)

The foregoing instrument was acknowledged before me this 7th day of August, 2013 by Scott E. Lerner, Executive Vice President of Pirate Brands, LLC.

_____
Notary Public
My commission expires 4/25/2017

BEVERLY FINTZY
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires April 25, 2017

Schedule

Trademark Title/Mark	Registration No.	Application No.	Country
GROOVY GRANOLA	3,421,173	76/681,113	United States
PIRATE BRANDS and Design		85/739,650	United States
ORIGINAL POTATO FLYERS	1,850,801	74/445,802	United States
ORIGINAL TINGS CRUNCH ON and Design		85/681,678	United States
ORIGINAL TINGS CRUNCH ON!! and Design	4,295,011	85/631,887	United States
PIRATE BRANDS		85/594,923	United States
PIRATE'S BOOTY	2,018,855	74/692,554	United States
PIRATE'S BOOTY THAR BE GOOD SHIVER ME TIMBERS! and Design		85/678,670	United States
PIRATE'S BOOTY: GET HOOKED!! and Design	3,792,893	77/843,436	United States
PIRATE'S SWAG	3,421,172	76/681,105	United States
POTATO FLYERS	4,295,010	85/631,877	United States
POTATO FLYERS TAKE OFF!! and Design	4,295,008	85/631,839	United States
POTATO FLYERS THE ORIGINAL and Design		85/678,671	United States
POWER PUFFS	2,077,154	75/076,677	United States
ROBERT'S AMERICAN GOURMET and Design	2,022,828	74/567,032	United States
SMART PUFFS	1,841,453	74/354,236	United States
SMART PUFFS GENIUS!! and Design	4,295,009	85/631,859	United States
SMART PUFFS GENIUS!! and Design		85/681,671	United States
TINGS	2,810,015	76/456,707	United States
TUBES	3,420,814	76/681,106	United States
VEGGIE TUBES	3,420,815	76/681,108	United States
ZEN POPCORN	3,250,173	76/649,269	United States