

## 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
Trifecta Foods, LLC		01/31/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	New Century Foods, LLC - New Century Snacks, LLC		
Street Address:	5560 E. Slauson Avenue		
City:	City of Commerce		
State/Country:	CALIFORNIA		
Postal Code:	90040		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	2071020		
Registration Number:	2068345		
Registration Number:	2108437	ENERGY CLUB	
Registration Number:	3170464	ENERGY CLUB	
Registration Number:	3160590	MMMM...DOESN'T GET ANY BETTER!	
Registration Number:	3349034	MUCHO SABOR	
Registration Number:	3407773	NATURE'S PRIVATE RESERVE	
Registration Number:	3454285	POWER UP WITH ENERGY CLUB	
Registration Number:	3523006	THE SMART ALTERNATIVE	
Registration Number:	3712084	SPORTSPAK	
Registration Number:	3847056	NATURE KIST	
Registration Number:	2473792	NATURE KIST	
Registration Number:	4066636	FRESH PAK	
Registration Number:	4391329	FLAVOR MAXX	

CH \$390.00 2071020

Registration Number: 4391331 M

**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.*

Email: trademark@buchalter.com

Correspondent Name: Philip Nulud c/o Buchalter Nemer

Address Line 1: 1000 Wilshire Blvd., Suite 1500

Address Line 4: Los Angeles, CALIFORNIA 90017-2457

ATTORNEY DOCKET NUMBER: N5061

NAME OF SUBMITTER: Philip Nulud

Signature: /philip nulud/

Date: 02/06/2014

Total Attachments: 3

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**Trademark Assignment**

WHEREAS Trifecta Foods, LLC having an address 12950 Pierce Street, Pacoima, California 91331 (hereinafter "Assignor") owns, has used and/or intends to use in the marketing and sale of products and services relating to or incorporating the trademarks as set forth in the attached Schedule 1 (hereinafter the "Marks");

WHEREAS Assignor owns the Marks, including any applications, all common law rights in and to the Marks, and has used and uses the Marks in commerce;

WHEREAS Assignor desires to transfer the Marks and all goodwill associated with the Marks;

WHEREAS New Century Snacks, LLC having an address of 5560 E. Slauson Avenue, City of Commerce, California 90040 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Marks, together with the goodwill of the on-going and existing business symbolized by the Marks, any trademark applications therefore, along with that portion of the ongoing and existing business to which the Marks pertain and all common law rights thereto; and

WHEREAS the Parties desire to memorialize the assignment of Marks, the goodwill of the business symbolized by the Marks, any trademark applications, and all common law rights relating thereto, and all rights to recover for past infringement.

NOW THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and any trademark applications, all common law rights relating thereto, along with that portion of the on-going and existing business to which the Marks pertain, and all rights to damages and profits, due or accrued, arising out of past infringements of said Marks, and the right to sue for and recover the same.

**AGREED TO AND ACCEPTED BY THE ASSIGNOR TRIFECTA FOODS, LLC:**

Date: January 31, 2014

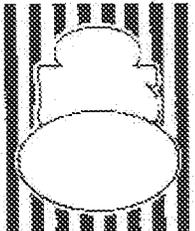
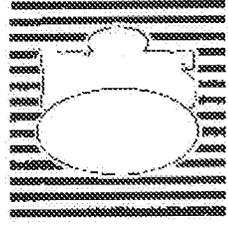
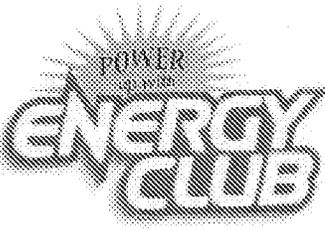
By: [Signature]  
Name: USEEM OCFAR  
Title: CEO

**AGREED TO AND ACCEPTED BY THE ASSIGNEE NEW CENTURY SNACKS, LLC:**

Date: January 31, 2014

By: [Signature]  
Name: HADI MORSUED  
Title: C.E.O.

Schedule 1

Mark	Registration No.	Serial No.	Date of Registration
	2071020	74663419	June 17, 1997
	2068345	74663418	June 10, 1997
ENERGY CLUB	2108437	75094936	October 28, 1997
ENERGY CLUB	3170464	76646264	November 14, 2006
MMMM...DOESN'T GET ANY BETTER!	3160590	78567038	October 17, 2006
MUCHO SABOR	3349034	76646263	December 4, 2007
	3407773	76680024	April 8, 2008
	3454285	76673633	June 24, 2008
THE SMART ALTERNATIVE	3523006	76684744	October 28, 2008
SPORTSPAK	3712084	77756044	November 17, 2009

Mark	Registration No.	Serial No.	Date of Registration
	3847056	77755328	September 14, 2010
NATURE KIST	2473792	78012236	July 31, 2001
FRESH PAK	4066636	85298052	December 6, 2011
FLAVOR MAXX	4391329	85808041	August 27, 2013
	4391331	85808134	August 27, 2013

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