

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM302936

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Boca Foods, Inc.		04/24/2014	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Silver Lake Cookie Company		
<b>Street Address:</b>	141 Freeman Avenue		
<b>City:</b>	Islip		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11751		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0678981	THE COOKIE JAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	7037777319		
<b>Email:</b>	ip@dunlapweaver.com		
<b>Correspondent Name:</b>	Seth Chadab		
<b>Address Line 1:</b>	DunlapWeaver PLLC		
<b>Address Line 4:</b>	Leesburg, VIRGINIA 20175		
<b>NAME OF SUBMITTER:</b>	Seth Chadab		
<b>SIGNATURE:</b>	/schadab/		
<b>DATE SIGNED:</b>	04/29/2014		
<b>Total Attachments: 1</b>			
source=Assignment of Reg. No. 0678981#page1.tif			

OP \$40.00 0678981

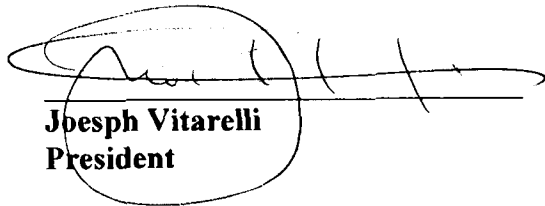
**FULL ASSIGNMENT OF TRADEMARK**

WHEREAS, BOCA FOODS, INC., a corporation organized under the laws of New Jersey ("Assignor"), is the owner of U.S. Trademark Registration No. 0678981 (for THE COOKIE JAR & design in International Class 30) (the "Mark"); and

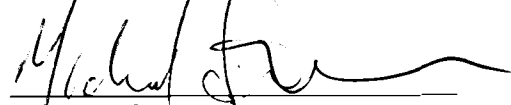
WHEREAS, SILVER LAKE COOKIE COMPANY, a *NEW YORK corporation located at 141 Freeman Avenue, Islip, New York 11751* ("Assignee"), is desirous of acquiring all rights, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, *nunc pro tunc* effective April 24, 2014;

NOW, THEREFORE, intending to be legally bound hereby, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said Mark, the goodwill of the business symbolized by said Mark, along with the registration representing said Mark.

**Assignor  
Boca Foods, Inc.**

  
**Joseph Vitarelli  
President**

**Assignee  
Silver Lake Cookie Company**

  
**Michael Strauss  
Director of Marketing**

*SIGNED IN MY PRESENCE, TO ME KNOWN, ON THIS  
29<sup>th</sup> DAY OF APRIL, 2014*

**SUSAN E. SMITH  
NOTARY PUBLIC, STATE OF NEW YORK  
NASSAU COUNTY #01SM5065616  
COMMISSION EXPIRES 9/9/14**

