

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM317764

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
North American Salt Company		12/18/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Backyard Brands Inc.		
Street Address:	132 Denison Street		
City:	Markham		
State/Country:	CANADA		
Postal Code:	L3R1B6		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3677513	PRISTIVA	
Registration Number:	3778942	PRIMER	
CORRESPONDENCE DATA			
Fax Number:	2027995144		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2027994000		
Email:	dctrademarks@dlapiper.com		
Correspondent Name:	Ryan C. Compton		
Address Line 1:	500 Eighth Street, NW		
Address Line 4:	Washington, D.C. 20004		
NAME OF SUBMITTER:	Ryan C. Compton		
SIGNATURE:	/Ryan C. Compton/		
DATE SIGNED:	09/23/2014		
Total Attachments: 3			
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OP \$65.00 3677513

TRADEMARK ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **NORTH AMERICAN SALT COMPANY**, a corporation existing under the laws of the State of Delaware ("Assignor"), with an address of 9900 West 109th Street, Suite 100, Overland Park, Kansas 66210, hereby assigns, transfers and sets over to **BACKYARD BRANDS INC.**, a corporation existing under the laws of the Province of Ontario, Canada ("Assignee"), with an address of 132 Denison Street, Markham, Ontario, Canada L3R 1B6, all of Assignor's right, title and interest in and to the trademarks listed on Exhibit A in word form, design form or a combination thereof (collectively, the "Trademarks") and the goodwill attached thereto, including the privilege of maintaining the registration of the Trademarks and any and all causes of action, past, present and future, for infringement.

This assignment is made by Assignor pursuant to, and in accordance with, the terms and provisions of that certain Agreement of Purchase and Sale between Assignor and Assignee dated as of December 18, 2013 (the "Sale Agreement"), and Assignor makes no representations or warranties with respect to the Trademarks or other interests assigned hereunder except as expressly provided for in the Sale Agreement.

This Trademark Assignment is subject to the provisions contained in the Sale Agreement. This Trademark Assignment shall be governed by and construed in accordance with the laws of the State of Kansas, without regard to conflicts of law principles.

EXECUTED this 18th day of December, 2013

NORTH AMERICAN SALT COMPANY

Per: Bob Wagon
Authorized Signing Representative

Per: Pauline Stewart
Authorized Signing Representative

I/We have authority to bind the Corporation.

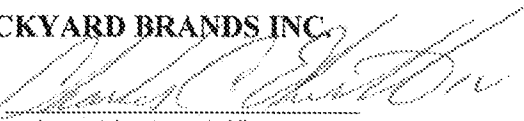
ACKNOWLEDGMENT

BACKYARD BRANDS INC., whose address is 132 Denison Street, Markham, Ontario, Canada L3R 1B6, hereby acknowledges the assignment to it of the Trademarks in word form, design form or a combination thereof, and the goodwill attached thereto, including the privilege of maintaining the registration of the Trademarks and any and all causes of action, past, present and future, for infringement, and appoints Gowling Lafleur Henderson LLP, with an address of 1 First Canadian Place, 100 King Street West, Suite 1600, Toronto, Ontario M5X 1G5, as the firm to

which any notice in respect of this assignment or registration may be given or served with the same effect as if it had been given to or served upon it.

EXECUTED this 18th day of December, 2013

BACKYARD BRANDS INC.

Per: 
Authorized Signing Officer

Per: _____
Authorized Signing Officer

I/We have authority to bind the Corporation.

EXHIBIT A

LIST OF TRADEMARKS

PRISTIVA (U.S. Registration Number 3,677,513)

PRIMER (U.S. Registration Number 3,778,942)

PRISTIVA (Canadian Registration Number TMA767933)

PRIMER (Canadian Registration Number TMA824519)