

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM513465


<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Hill & Valley, Inc.		03/08/2019	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	J & J SNACK FOODS CORP.		
<b>Street Address:</b>	6000 Central Highway		
<b>City:</b>	Pennsauken		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	08109		
<b>Entity Type:</b>	Corporation: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3608676	NEW DAY	
<b>Registration Number:</b>	3497695	HILL & VALLEY PREMIUM 'BAKERY	
<b>Registration Number:</b>	2911676	HILL & VALLEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5619622101		
<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>			
<b>Phone:</b>	561-962-2000		
<b>Email:</b>	lpatino@duanemorris.com		
<b>Correspondent Name:</b>	DUANE MORRIS LLP - Boca Raton IPD		
<b>Address Line 1:</b>	1875 NW Corporate Blvd, Suite 300		
<b>Address Line 2:</b>	K C KLINE		
<b>Address Line 4:</b>	Boca Raton, FLORIDA 33431-8561		
<b>NAME OF SUBMITTER:</b>	KAREN C. KLINE		
<b>SIGNATURE:</b>	/Karen C. Kline/		
<b>DATE SIGNED:</b>	03/08/2019		
<b>Total Attachments: 1</b>			
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CH \$90.00 3608676

**TRADEMARK ASSIGNMENT**

This Assignment of Trademarks (this "Assignment") is made by and between **Hill & Valley, Inc.**, an Illinois corporation, having an address at 320 44<sup>th</sup> Street, Rock Island, Illinois 61201 (the "Assignor") and **J & J Snack Foods Corp.**, a New Jersey corporation, having an address at 6000 Central Highway, Pennsauken, NJ 08109 (the "Assignee"), and is effective as of the date signed below (the "Effective Date").

**WHEREAS**, Assignor owns all right, title and interest in and to the trademarks set forth below, including all associated goodwill (the "Trademarks"); and

Trademark & Class	Registration No.	Registration Date
NEW DAY	3608676	04/21/2009
	3497695	09/09/2008
HILL & VALLEY	2911676	12/14/2004

**WHEREAS**, Assignee has acquired certain rights in Assignor; and Assignee is desirous of obtaining from the Assignor, and the Assignor wishes to transfer and assign to the Assignee, all right, title and interest in and to the Trademarks, including registrations and common law rights.

**NOW, THEREFORE**, in consideration of the foregoing, as well as other good and valuable consideration, the receipt and adequacy of which is hereby freely acknowledged, and intending to be legally bound hereby, the Assignor and the Assignee do hereby agree:

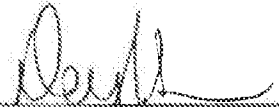
1. The Assignor hereby assigns, grants and conveys to the Assignee, and its successors and assigns, all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by and associated with said Trademarks in the United States and all countries throughout the world, and the right to sue for past, present, and future infringements and unauthorized uses of the Trademarks, including all available remedies.

2. The Assignor will, upon request of the Assignee, execute any other documents which may be necessary or appropriate to perfect in the Assignee the rights, title and interest herein conveyed in the United States or any other country.

**IN WITNESS WHEREOF**, the Assignor has executed and delivered this Assignment by its duly authorized officer(s).

**HILL & VALLEY, INC.**

Date: 3/8/19

Signature:   
Name: Doug Davidson  
Title: President