

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Rokeach Food Corporation		08/22/2006	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	R.A.B. Food Group LLC		
<b>Street Address:</b>	One Harmon Plaza		
<b>City:</b>	Secaucus		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07094		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78874130	ROKEACH OLD VIENNA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)382-0888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-382-0700		
<b>Email:</b>	roneill@ostrolenk.com		
<b>Correspondent Name:</b>	Martin J. Beran		
<b>Address Line 1:</b>	1180 Avenue of the Americas		
<b>Address Line 2:</b>	7th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	T/3869-322 V1400		
<b>NAME OF SUBMITTER:</b>	Martin J. Beran		
<b>Signature:</b>	/martin j beran/		

OP \$40.00 78874130

Date:

09/15/2006

Total Attachments: 1  
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****A S S I G N M E N T**

**WHEREAS**, Rokeach Food Corporation, a corporation, organized and existing under the laws of New Jersey, and doing business at: 80 Avenue K, Newark, New Jersey 07105 (hereinafter called the Assignor), has adopted and is using a mark which is the subject of an application in the U.S. Patent and Trademark Office, as follows:

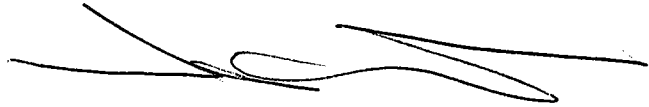
Serial No. : **78/874,130**  
Mark : **ROKEACH OLD VIENNA**  
Filed : **May 2, 2006**

**AND, WHEREAS**, R.A.B. Food Group LLC, a limited liability company, organized and existing under the laws of Delaware, whose principal office and place of business is: One Harmon Plaza, Secaucus, New Jersey 07094 (hereinafter called the Assignee), is desirous of acquiring said mark, and the application thereof;

**NOW, THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all of its rights, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the application thereof.

ROKEACH FOOD CORPORATION

August 22, 2006  
[Date]

By:   
Name: *Victor Ostreicher*  
Title: *Vice President*