

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Specialty Cereals Pty Limited		10/09/2006	CORPORATION: AUSTRALIA

RECEIVING PARTY DATA

Name:	Specialty Concepts Pty Limited
Street Address:	38 Beaumont Street
City:	Mt Kuring-gai, New South Wales
State/Country:	AUSTRALIA
Postal Code:	2080
Entity Type:	CORPORATION: AUSTRALIA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2657659	LYCOSNAX
Registration Number:	2661161	LYCO STIX
Registration Number:	2824238	FOOD THAT WORKS

CORRESPONDENCE DATA

Fax Number: (415)268-7522
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: dpung@mofo.com
 Correspondent Name: Lynn M. Humphreys
 Address Line 1: Morrison & Foerster LLP, 425 Market St
 Address Line 4: San Francisco, CALIFORNIA 94105-2482

ATTORNEY DOCKET NUMBER:	27340
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DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:

CH \$90.00 2657659

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Lynn M. Humphreys

Signature:

/Lynn M. Humphreys/

Date:

10/31/2006

Total Attachments: 1

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DEED OF ASSIGNMENT

THIS DEED dated the 9th day of October 2006

BETWEEN Specialty Cereals Pty Limited, A.C.N. 003 487 456, of 38 Beaumont Road, Mt Kuring-gai, New South Wales, 2080, Australia ("the Assignor") of the One Part

AND Specialty Concepts Pty Limited, ACN 117 578 971, of 38 Beaumont Street, Mt Kuring-gai, New South Wales, 2080, Australia ("the Assignee") of the Other Part

WHEREAS

(A) The Assignor is the registered owner in the United States of America of those trade marks particularised in the following Schedule ("the Trade Marks").

(B) The Assignor has agreed with the Assignee for transfer of the Trade Marks to the Assignee.

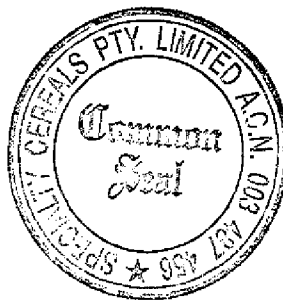
WITNESSES that the Assignor transfers to the Assignee all rights in the Trade Marks in the United States of America including the registration thereof.

IN WITNESS WHEREOF the parties have executed this Deed as at the date first written above.

SCHEDULE

TRADE MARK	OFFICIAL NUMBER	CLASS
LYCO SNAX	2657659	30
LYCO STIX	2661161	30
FOOD THAT WORKS	2824238	30

The common seal of Specialty Cereals Pty Limited was hereunto affixed in the presence of:



[Signature])
Director)

[Signature])
Director/Secretary)

Executed on behalf of Specialty Concepts Pty Limited by two of its duly authorised officers:

Signature: [Signature]
Name: S. L. DUNN
Position: DIRECTOR

Signature: [Signature]
Name: S. RICHARDS
Position: DIRECTOR

TRADEMARK