

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Specialty Concepts Pty Limited		06/05/2008	CORPORATION: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Specialty Cereals Pty Limited		
Street Address:	7 Rodborough Road		
City:	Frenchs Forest, New South Wales		
State/Country:	AUSTRALIA		
Postal Code:	2086		
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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	hbarenchi@mofo.com		
Correspondent Name:	Lynn M.Humphreys,Morrison & Foerster LLP		
Address Line 1:	425 Market Street		
Address Line 4:	San Francisco, CALIFORNIA 94105-2482		
ATTORNEY DOCKET NUMBER:	27340-24000.00		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Lynn M. Humphreys

Signature:

/Lynn M. Humphreys/

Date:

06/20/2008

Total Attachments: 1

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TRADE MARK ASSIGNMENT

THIS AGREEMENT dated the *fifth* day of *JUNE* 2008

BETWEEN Specialty Concepts Pty Limited, ACN 117 578 971, of 7 Rodborough Road, Frenchs Forest, New South Wales, 2086, Australia ("the Assignor") of the One Part

AND Specialty Cereals Pty Limited, A.C.N. 003 487 456, of 7 Rodborough Road, Frenchs Forest, New South Wales, 2086, 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, for good and valuable consideration acknowledged by the Assignee, transfers to the Assignee all rights in the Trade Marks in the United States of America including the registration thereof and the goodwill symbolised by the Trade Marks.

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

SCHEDULE

TRADE MARK	OFFICIAL NUMBER	CLASS
LYCO SNAX	2657659	5, 30
LYCO STIX	2661161	5, 30
FOOD THAT WORKS	2824238	30

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

Signature:

Name:

S.L. DUNN

Position:

SOLE DIRECTOR / SECRETARY

Executed on behalf of Specialty Cereals Pty Limited by its duly authorised officer:

Signature:

Name:

S.L. DUNN

Position:

MANAGING DIRECTOR