

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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 Concepts Pty Limited		06/05/2008	CORPORATION: AUSTRALIA

RECEIVING PARTY DATA

Name:	Specialty Cereals Pty Limited
Street Address:	7 Rodborough Road
Internal Address:	Frenchs Forest
City:	New South Wales, 2086
State/Country:	AUSTRALIA
Entity Type:	CORPORATION: AUSTRALIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78925986	CLUSTER CUPS

CORRESPONDENCE DATA

Fax Number: (212)986-0604  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (212) 986-1116  
 Email: pto@wolfblock.com  
 Correspondent Name: WolfBlock LLP  
 Address Line 1: 250 Park Avenue  
 Address Line 2: Suite 1000  
 Address Line 4: New York, NEW YORK 10177

ATTORNEY DOCKET NUMBER:	FBR001-238022
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DOMESTIC REPRESENTATIVE

Name:  
 Address Line 1:  
 Address Line 2:

OP \$40.00 78925986

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

David B. Sunshine

Signature:

/David B. Sunshine/

Date:

08/06/2008

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 applicant for registration in the United States of America of the trade mark particularised in the following Schedule ("the Trade Mark").

(B) The Assignor has agreed with the Assignee for transfer of the Trade Mark 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 Mark in the United States of America including the application for registration thereof and including the goodwill symbolised in the Trade Mark.

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

SCHEDULE

TRADE MARK	OFFICIAL NUMBER	CLASS
CLUSTER CUPS	78/925986	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*