TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank of Montreal		03/01/2010	Chartered Bank: CANADA

RECEIVING PARTY DATA

Name:	GFA Brands, Inc.
Street Address:	115 West Century Rd.
Internal Address:	Suite 260
City:	Paramus
State/Country:	NEW JERSEY
Postal Code:	07652
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2290357	POWER OATS
Registration Number:	1496034	H-O
Registration Number:	1296665	H-O
Registration Number:	808170	SPIN BLEND
Registration Number:	436002	H-O
Registration Number:	217379	CREAM
Registration Number:	59917	H-O
Registration Number:	23770	H-O

CH $215.00 2290357

CORRESPONDENCE DATA

Fax Number: (414)278-3763
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 414-225-7563
Email: pbergin@dkattorneys.com
Correspondent Name: Patrick M. Bergin

Address Line 1:	111 E. Kilbourn Ave.
Address Line 2:	Suite 1400
Address Line 4:	Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	33616.85227
NAME OF SUBMITTER:	Patrick M. Bergin
Signature:	/Patrick M. Bergin/
Date:	03/05/2010

Total Attachments: 3
source=Release of Security Interest (10714371)#page1.tif
source=Release of Security Interest (10714371)#page2.tif
source=Release of Security Interest (10714371)#page3.tif

PARTIAL RELEASE AND REASSIGNMENT OF TRADEMARKS

THIS PARTIAL RELEASE AND REASSIGNMENT OF TRADEMARKS dated February ___, 2010 by Bank of Montreal, a Canadian chartered bank, acting through its Chicago branch, as agent as hereinafter described;

WITNESSETH:

WHEREAS, Bank of Montreal, a Canadian chartered bank, acting through its Chicago branch, as agent (the *"Agent")* with its mailing address at 115 South LaSalle Street, Chicago, Illinois 60603 and GFA Brands, Inc., a Delaware corporation with its mailing address at 115 West Century Road, Suite 260, Paramus, New Jersey (the *"Debtor"*) are parties to a certain Trademark Collateral Agreement dated November 4, 2009 which was recorded in the United States Patent and Trademark Office on November 5, 2009, at Reel 004091, Frame 0319, pursuant to which the Debtor granted a security interest in and collateral assignment of, among other property, those certain trademarks, trademark registrations and trademark applications listed on Schedule A attached hereto and certain other property (collectively, the *"Trademarks"*); and

WHEREAS, the Debtor has requested that the Agent release its security interests in the Trademarks and reassign the same to the Debtor;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

The Agent hereby releases its security interests in and collateral assignment of, and reassigns, grants and conveys to the Debtor, without any representation, warranty, recourse or undertaking by the Agent, all of its right, title and interest, if any, in and to:

(i) Each trademark, trademark registration and trademark application listed on Schedule A hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration and trademark application; and

(ii) All proceeds of the foregoing, including without limitation any claim by Debtor against third parties for damages by reason of past, present or future infringement of any trademark or trademark registration listed on Schedule A hereto or by reason of injury to the goodwill associated with any such trademark, trademark registration or trademark license, in each case together with the right to sue for and collect said damages.

The Agent authorizes and requests that the Commissioner of Patents and Trademarks and any other applicable government officer records this Partial Release and Reassignment of Trademarks.

THIS IS A PARTIAL RELEASE ONLY; EXCEPT AS TO THE TRADEMARKS SPECIFICALLY RELEASED HEREBY, THE SECURITY INTEREST PERFECTED BY THE AFOREMENTIONED TRADEMARK COLLATERAL AGREEMENT IN EACH AND EVERY OTHER TRADEMARK CONTINUES IN FULL FORCE AND EFFECT TO THE SAME EXTENT AS IF THIS PARTIAL RELEASE AND REASSIGNMENT OF TRADEMARKS HAD NOT BEEN RECORDED.

IN WITNESS WHEREOF, the Agent has caused this Partial Release and Reassignment of Trademarks to be duly executed by its duly authorized officer as of the day and year first above written.

BANK OF MONTREAL, as Agent

By _____

Name ROBERT H. WOLOHAN

Title VICE PRESIDENT

TRADEMARK
REEL: 004162 FRAME: 0106

SCHEDULE A
TO PARTIAL RELEASE AND REASSIGNMENT

REGISTERED TRADEMARKS
AND TRADEMARK APPLICATIONS

MARKS	REG. NO.	DATE
POWER OATS	2,290,357	2-Nov-1999
H-O	1,496,034	12-Jul-1988
H-O (and design)	1,296,665	18-Sep-1984
SPIN BLEND	808,170	10-May-1966
H-O	436,002	20-Jan-1948
CREAM	217,379	31-Aug-1926
H-O (stylized)	59,917	22-Jan-1907
H-O	23,770	31-Oct-1893