

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BPS Holding Co., LLC		08/13/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Crunchies Food Company, LLC		
Street Address:	790 Hampshire Rd., #H		
City:	Westlake Village		
State/Country:	CALIFORNIA		
Postal Code:	91361		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3369145	CRUNCHIES	
Registration Number:	2969951	FRUIT AND VEGGIE CRUNCHIES	
CORRESPONDENCE DATA			
Fax Number:	(805)373-0051		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(805) 373-0060		
Email:	generalmail@koppelpatent.com		
Correspondent Name:	Koppel, Patrick, Heybl & Dawson		
Address Line 1:	2815 Townsgate Road, Suite 215		
Address Line 4:	Westlake Village, CALIFORNIA 91361		
ATTORNEY DOCKET NUMBER:	227-82-002		
NAME OF SUBMITTER:	James K. Dawson		
Signature:	/james k dawson/		

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**TRADEMARK
 REEL: 004261 FRAME: 0040**

Date:

08/13/2010

Total Attachments: 1

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EXHIBIT 4

**IP ASSIGNMENT
TRADEMARK ASSIGNMENT**

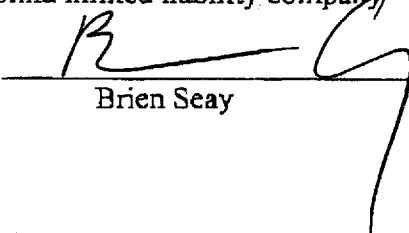
This Trademark Assignment is effective as of June 25, 2010.

Whereas BPS Holding Co., LLC, a California limited liability company having an office in Santa Barbara, California, has adopted, used and is using marks which are registered in the United States Patent and Trademark Office, Registration Nos. 3,369,145 for the mark CRUNCHIES and 2,969,951 for the mark FRUIT AND VEGGIE CRUNCHIES, dated respectively January 15, 2008 and July 19, 2005; and

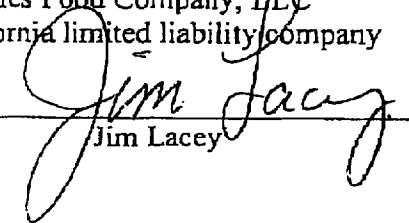
Whereas Crunchies Food Company, LLC, a California limited liability company having an office in Thousand Oaks, California, is desirous of acquiring said marks and the registrations thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said BPS Holding Co., LLC does hereby assign unto the said Crunchies Food Company, LLC, all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks and the above identified registrations thereof.

Assignor:
BPS Holding Co., LLC,
a California limited liability company

By: 
Brien Seay

Assignee:
Crunchies Food Company, LLC
a California limited liability company

By: 
Jim Lacey

