

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
Shearer's Foods Canada, Inc.		10/29/2010	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Global Prime Foods, Inc.		
Street Address:	750-999 Canada Place		
City:	Vancouver, BC		
State/Country:	CANADA		
Postal Code:	V6C3E1		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77883154	SIMPLY BANANA	
Serial Number:	77883158	SIMPLY COCONUT	
Serial Number:	77883156	SIMPLY OLIVES	
Serial Number:	77726578	SIMPLY RICE	
Serial Number:	77833381	SNACKING MADE SIMPLE	
CORRESPONDENCE DATA			
Fax Number:	(206)757-7700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(206) 757-8475		
Email:	kristinecalhoun@dwt.com		
Correspondent Name:	Kristine Calhoun		
Address Line 1:	Davis Wright Tremaine LLP		
Address Line 2:	1201 Third Avenue, Suite 2200		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	43256-79		

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DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Kristine Calhoun
Signature:	/Kristine Calhoun/
Date:	10/29/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

Shearer's Foods Canada, Inc., a corporation organized under the laws of Canada, herein "Assignor," owns the U.S. trademarks and associated applications identified herein on Exhibit A;

Global Prime Foods, Inc., a corporation organized under the laws of Canada, having a principal business address of 750-999 Canada Place, Vancouver, BC, Canada V6C 3E1, herein "Assignee," is interested in acquiring the trademarks, the applications and all rights associated therewith;

In the applications Assignor has applied to register the trademarks on the Principal Register in the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the trademarks in commerce in connection with such goods/services, but has not yet filed an allegation of use under 15 U.S.C. §§ 1051(c) or 1051(d);

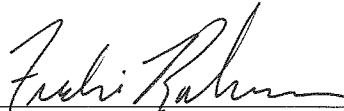
Assignor is willing to assign the trademarks, the applications, and all rights associated therewith, as part of the entire business or portion thereof to which the trademarks pertain as required by 15 U.S.C. § 1060; and

Assignee, as the successor of the ongoing and existing business of Shearer's Foods Canada, Inc. to which the trademarks pertain is interested in acquiring the trademarks, the applications, and all rights associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all right, title and interest in and to the trademarks in the United States, its territories and possessions, the applications, all rights associated therewith, together with the goodwill of the business symbolized thereby.

Shearer's Foods Canada, Inc.

Dated: 10/29/2010

By: 
Name: FREDRIC KOTHMANN
Title: CFO

TRADEMARK	COUNTRY	APP. NO.	FILING DATE	GOODS/SERVICES	STATUS
SIMPLY BANANA	United States	77/883154	December 1, 2009	Snack foods, namely organic banana chip snacks in Class 29	PENDING
SIMPLY COCONUT	United States	77/883158	December 1, 2009	Snack foods, namely organic coconut chip snacks; organic coconut beverages including but not limited to coconut water in Class 29	PENDING
SIMPLY OLIVES	United States	77/883156	December 1, 2009	Organic olives served as snacks in Class 29	PENDING
SIMPLY RICE	United States	77/726578	April 30, 2009	Snack foods; rice cakes, rice chips, rice crisps in Class 30	PENDING
SNACKING MADE SIMPLE	United States	77/833381	September 23, 2009	Food products; snack foods; potato-based snack foods, corn-based snack foods, wheat-based snack foods, rice-based snack-foods, pretzels, nuts; and beverages in Class 30	PENDING