

## 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
Golden West Food Group, Inc.		06/22/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Golden West Trading, Inc.		
Street Address:	3420 E. Vernon Ave.		
City:	Vernon		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85325393	S'MORES INDOORS	
Serial Number:	85326577	S'MORE FUN	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	pjavaheri@jurislawgroup.com		
Correspondent Name:	Pejman Javaheri		
Address Line 1:	10215-B Santa Monica Blvd.		
Address Line 4:	Century City, CALIFORNIA 90067		
NAME OF SUBMITTER:	Amichai Kotev		
Signature:	/Amichai Kotev/		
Date:	06/22/2012		
Total Attachments: 1 source=6-22-12 Approval for Assignment#page1.tif			

OP \$65.00 85325393

ASSIGNMENT

FOR VALUE RECEIVED, Golden West Food Group, Inc.

a corporation of US

located, respectively, at 3420 E. Vernon Ave., Vernon, California, 90058, US

hereby sell, assign, transfer and convey unto Golden West Trading, Inc.

a corporation of US

having a place of business at 3420 E. Vernon Ave., Vernon, CA, 90058, US

its successors, assigns and legal representatives (hereinafter called the "Assignee"), the entire right, title, and interest, for all countries, in and to the trademarks

**S'MORES FUN and S'MORES INDOORS**

AND I hereby consent that a copy of this assignment shall be deemed a full and formal equivalent of any assignment, consent to file or like document which may be required in any country or region for any purpose.

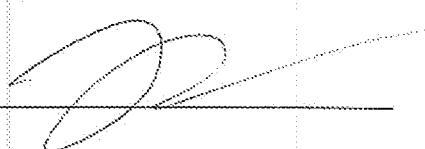
AND I hereby covenant that I have the full right to convey the entire right, title and interest herein assigned and that I have not executed and will not execute any agreement in conflict herewith.

AND I hereby covenant and agree that I will communicate to said Assignee or nominees all facts known to me pertaining to said trademark, and testify in all legal proceedings, sign all lawful papers, make all rightful oaths and declarations in any and all countries and regions.

By:  \_\_\_\_\_

Date: 6/22/12

Assignor

Witness:  \_\_\_\_\_

Date: 6/22/12