FORM PTO Expires 06/30 OMB 0651-00 02-28-2001



FEB 1 6 2001

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office TRADEMARK

101623154 ION FORM COVER SHEET 2 1 6 01
TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).
Submission Type Conveyance Type
X New X Assignment License
Resubmission (Non-Recordation) Security Agreement Nunc Pro Tunc Assignment Document ID #
Correction of PTO Error Month Day Year
Reel # Change of Name
Corrective Document
Reel # Other
Conveying Party Mark if additional names of conveying parties attached Execution Date Month Day Year Name SNYDER'S OF DELAWARE, INC. 08252000
Formerly 7580 3039
Individual General Partnership Limited Partnership X Corporation Association
Other
X Citizenship/State of Incorporation/Organization Delaware
Receiving Party Mark if additional names of receiving parties attached
Name SOH IP COMPANY, INC.
DBA/AKA/TA
Composed of
Address (line 1) 1 EAST CAMELBACK ROAD
Address (line 2) SUITE 550 #11
Address (line 3) PHOENIX AZ State/Country Zip Code
Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an
representative should be attached.
Other (Designation must be a separate document from Assignment.)
X Citizenship/State of Organization Arizona
FOR OFFICE USE ONLY 1 FC: 481
FC: 481 750.00 DP 150.00 DP Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and Public burden reporting for this collection of information

Public burden reporting for this collection of information is estimated to average approximately 30 milliones per Cover Sheet Information Officer, Washington gatheringthe data needed to complete the Cover Sheet. Send comments regarding this burden estimates to the U.S. Patent and Trademark Office, Chief Information, D.C. 20503. See OMB D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information Project (0651-0027), Washington, D.C. 20503. See OMB D.C. 20231 and to the Office of Information Project (0651-0027), Washington, D.C. 20231 and to the Office of Information Project (0651-0027), Washington, D.C. 20231 and to the Office of Information Project (0651-0027),

OMB 0651-0027 TRADEMARK Domestic Representative Name and Address Enter for the first Receiving Party only. Name Address (line 1) Address (line 2) Address (line 3) Address (line 4) Correspondent Name and Address Area Code and Telephone Number 202-663-7269 Name Paul F. Kilmer, Esq. Address (line 1) Holland & Knight LLP Address (line 2) 2099 Pennsylvania Avenue, NW Address (line 2) Suite 100 Address (line 3) Suite 100 Address (line 4) Washington, D.C. 20006 Pages Enter the total number of pages of the attached conveyance document # 4 Including any attachments. Trademark Application Number(s) or Registration Number (DO NOT ENTER BOTH numbers for the same property). Trademark Application Number of the Registration Number (DO NOT ENTER BOTH numbers for the same property). Trademark Application Number(s) Registration Number(s) 75803039 2265160 905223 75547736 2261221 775452881 775452881 775452881 786 786 786 786 786 786 786 786 786 786	FORM PTO-1618	В	_			INT OF COMMERCE	
Domestic Representative Name and Address Name	Expires 06/30/99		•				
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Paul F. Kilmer Name of Person Signing Signature Date Signed	Paul F Kil	mer				1 7 .	

TRADEMARK REEL: 002241 FRAME: 0930

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is by and between Snyder's of Delaware, Inc., a Delaware corporation, located at 222 Delaware Avenue, Wilmington, Delaware 19899 (hereinafter "Snyder's of Delaware") and SOH IP Company, Inc., an Arizona corporation, located at 1 East Camelback Road, Suite 550, #11, Phoenix, Arizona 85012 (hereinafter "SOH").

WHEREAS, Snyder's of Delaware is owner of all right, title and interest in and to the trademarks identified in Schedule A hereto, along with the trademark registrations and applications recited in Schedule A hereto; and,

WHEREAS, SOH desires to acquire by assignment all right, title and interest in and to the marks, registrations and applications identified in Schedule A, hereto, along with the good will of the business of Snyder's of Delaware associated therewith.

NOW THEREFORE, for the sum and value of Fifty Dollars (\$50.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Snyder's of Delaware hereby assigns, transfers and sets over to SOH, without reservation, all right, title and interest in and to the trademarks, registrations and applications identified in Schedule A hereto, along with the good will of Snyder's of Delaware associated therewith, as the successor-in-business to Snyder's of Delaware, which as of the date of this assignment is an

TRADEMARK
REEL: 002241 FRAME: 0931

ongoing and existing business, including the right to bring actions and to recover for any past infringements of the trademarks set forth in Schedule A.

DATED EFFECTIVE: APRIL 2,2000.

SNYDER'S OF DELAWARE, INC.

By: Ilan Wan

Thurse G. WEWA.
(Printed Name)

Title: Por Man

Date: 8-25-2000

STATE OF HRIZONA

:88

COUNTY OF MARICOPA

On this day of November, 2000, before me, a Notary Public in and for the State and County aforesaid, personally appeared THOMAS G. WEISSER known by me to be the person of the above name who signed and sealed the foregoing instrument, and acknowledged the same to be his own free act and deed.

Of FICIAL SEAL"
Jody L. Squires
Notar Public-Arizona
Manuspa County
My Commission Expires 5/20/2003

Notary Public

SOH IP COMPANY, INC.

		By: A year (Signature)
		Thomas G. WEssa. (Printed Name)
		Title: President
		Date: 8-25-2000
STATE OF	ARIZONA	:
COUNTY OF	MARICOPA	:ss :

On this 25th day of November, 2000, before me, a Notary Public in and for the State and County aforesaid, personally appeared 140m45 6. WEISSER known by me to be the person of the above name who signed and sealed the foregoing instrument, and acknowledged the same to be his own free act and deed.

"OFFICIAL SEAL"

Jody L. Squires

Votary Public Arizona

Moncora Courily

My Continuous Expires 5/20/2003

Notary Public

WAS1 #885758 v1

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3

SCHEDULE A

MARK	SERIAL NO./ REGISTRATION NO.
AMERICA'S PRETZEL BAKERY SINCE 1909 SNYDER'S OF HANOVER and Design	S/N 75/803039
PRETZEL SNAPS	S/N 75/547736
PRETZEL DIPS	S/N 75/452881
SOURDOUGH and Banner Design	R/N 2,265,160
SOURDOUGH and Bread Design	R/N 2,261,221
AMERICA'S PRETZEL BAKERY SINCE 1909	R/N 2,388,922
SNYDER'S OF HANOVER and Design	R/N 905,223

WAS1 #885768 vl

TRADEMARK REEL: 002241 FRAME: 0934

RECORDED: 02/16/2001