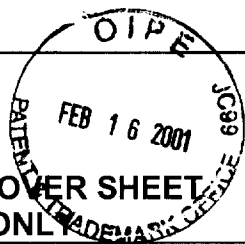


FORM PTO
Expires 06/30
OMB 0651-00

02-28-2001



101623154



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

ASSIGNMENT FORM COVER SHEET
TRADEMARKS ONLY

2-16-01

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)
Document ID #

Correction of PTO Error
Reel # Frame #

Corrective Document
Reel # Frame #

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment
Effective
Month Day Year

Merger

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an
 Corporation Association assignment and the receiving party is
 Other not domiciled in the United States, an
(Designation must be a separate
document from Assignment.)

Citizenship/State of Organization

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02/27/2001 DBYRNE 00000242 75803039
01 FC:481 40.00 OP
02 FC:482 150.00 OP

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 gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimates to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, 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 Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231
TRADEMARK

REEL: 002241 FRAME: 0929

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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s) Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75803039"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2265160"/>	<input type="text" value="905223"/>	<input type="text"/>
<input type="text" value="75547736"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2261221"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75452881"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2388922"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment:
Deposit Account

Enclosed Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.) #

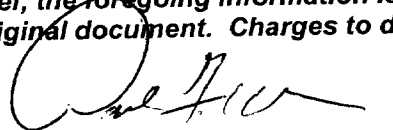
Deposit Account Number:

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Paul F. Kilmer
Name of Person Signing


Signature

January 16, 2001
Date Signed

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

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: Thomas G. Weiss
(Signature)

Thomas G. Weiss
(Printed Name)

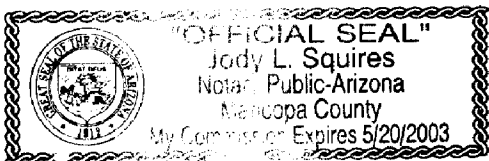
Title: President

Date: 8-25-2000

STATE OF ARIZONA :
:ss
COUNTY OF MARICOPA :

On this 25th day of ~~November~~ ^{August}, 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.

Jody L. Squires
Notary Public



SOH IP COMPANY, INC.

By: Thomas G. Wekser
(Signature)

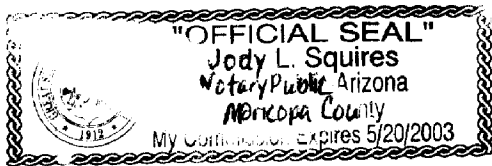
Thomas G. Wekser
(Printed Name)

Title: President

Date: 8-25-2000

STATE OF ARIZONA :
 :ss
COUNTY OF MARICOPA :

On this 25th day of ~~November~~ ^{August}, 2000, before me, a Notary Public in and for the State and County aforesaid, personally appeared THOMAS G. WEKSER 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.



Jody L. Squires
Notary Public

WAS1 #886758 v1

SCHEDULE A

<u>MARK</u>	<u>SERIAL NO./ REGISTRATION NO.</u>
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 v1

TOTAL 8 OF