

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
Jays Foods, Inc.		02/05/2008	CORPORATION: DELAWARE
Select Snacks, Inc.		02/05/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SOH IP Company, Inc.
Street Address:	1 E Camelback Road
Internal Address:	Suite 550-11
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85012
Entity Type:	CORPORATION: ARIZONA

PROPERTY NUMBERS Total: 48

Property Type	Number	Word Mark
Serial Number:	78974435	FRESH TASTE NEVER SOUNDED SO GREAT!
Serial Number:	77291190	THAT'S WHAT IT'S ALL ABOUT
Serial Number:	78930743	THAT'S WHAT IT'S ALL ABOUT
Serial Number:	77165295	FRESH TASTE NEVER SOUNDED SO GREAT!
Serial Number:	73615737	KRUNCHERS! NO MORE WIMPY CHIPS!
Serial Number:	77001327	JAYS
Serial Number:	77225509	CRUNCHIPS
Serial Number:	77225516	KRUNCHIPS
Serial Number:	78972346	O-KE-DOKE CRUNCHEESE
Serial Number:	77001318	CAN'T STOP EATING 'EM
Serial Number:	77001322	KRUNCHERS!
Serial Number:	78865461	SIERRA FALLS NATURAL FOODS

OP \$1215.00 78974435

Serial Number:	77027384	CAN'T STOP CRUNCHING 'EM
Serial Number:	77010973	SIERRA FIELDS
Serial Number:	77011001	SIERRA FIELDS NATURAL FOODS
Serial Number:	77052725	SIERRA FIELDS NATURAL FOODS
Serial Number:	77018049	THE WAY NATURE INTENDED CHIPS TO BE
Serial Number:	77086516	CRANE
Serial Number:	77274198	ZESTIDOS
Serial Number:	77276899	
Serial Number:	77277307	
Serial Number:	77274347	
Serial Number:	77274297	YOU CAN'T STOP DIPPING 'EM!
Registration Number:	1482531	
Registration Number:	1482529	GEISER'S
Registration Number:	2706411	JAYS ZESTIDOS CAN'T STOP DIPPING 'EM
Registration Number:	2706410	JAYS ZESTIDOS CAN'T STOP DIPPING 'EM
Registration Number:	2564429	CAN'T STOP DIPPING 'EM
Registration Number:	2717893	BUTTER TWIRLS
Registration Number:	2730002	JAYS ZESTIDOS
Registration Number:	2774360	JAYS ZESTIDOS
Registration Number:	2319866	E-Z DIPPIN'S
Registration Number:	2822093	JAYS ZESTIDOS
Registration Number:	2832574	JAYS ZESTIDOS
Registration Number:	1553872	KRUNCHERS!
Registration Number:	0711947	JAYS
Registration Number:	0711948	JAYS
Registration Number:	1191780	HOTSTUFF
Registration Number:	0750245	CAN'T STOP EATING 'EM
Registration Number:	0962174	BIG "J"
Registration Number:	1813933	HOT STUFF
Registration Number:	1896346	CRANE
Registration Number:	1030200	O-KE-DOKE
Registration Number:	0834842	CHEEZELETS
Serial Number:	77026195	
Serial Number:	77124334	SIERRA FIELDS GOLDEN HARVEST
Registration Number:	1177497	KRISPY CRUNCH

Registration Number:

2097218

O-KE-DOKE

CORRESPONDENCE DATA

Fax Number: (202)955-5564

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202-663-7269

Email: Paul.Kilmer@hklaw.com

Correspondent Name: Paul F. Kilmer, Holland & Knight LLP

Address Line 1: 2099 Pennsylvania Avenue, NW

Address Line 2: Suite 100

Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

NAME OF SUBMITTER:

Paul F. Kilmer

Signature:

/Paul F. Kilmer/

Date:

02/07/2008

Total Attachments: 5

source=Jays to IP all marks assignment#page1.tif

source=Jays to IP all marks assignment#page2.tif

source=Jays to IP all marks assignment#page3.tif

source=Jays to IP all marks assignment#page4.tif

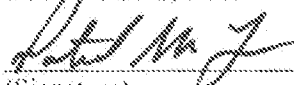
source=Jays to IP all marks assignment#page5.tif

NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS

WHEREAS, Jays Foods, Inc., a Delaware corporation, and Select Snacks, Inc., a Delaware corporation (collectively "Assignors") on or before December 31, 2007 assigned to SOH IP Company, Inc., an Arizona corporation (hereinafter "Assignee"), all right, title and interest in and to certain trademarks and the applications and registrations therefor, all of which are identified in Schedule A to this agreement, along with the good will associated therewith, including that portion of the good will and ongoing and existing business of the Assignors associated therewith (hereinafter collectively "Marks and Trademark Filings"), and the parties now wish to acknowledge and ratify, *nunc pro tunc*, that prior assignment.

NOW, THEREFORE, for the sum and value of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged and confessed, the Assignors hereby sell, assign, transfer and set over unto the Assignee, without reservation, the entire right, title and interest in and to the Marks and Trademark Filings, together with that portion of the good will and ongoing and existing business of the Assignors associated therewith, and with the right to sue and recover for past infringements of the Marks and Trademark Filings. This agreement shall be effective as of the latter of dates of signature set forth below.

JAYS FOODS, INC.



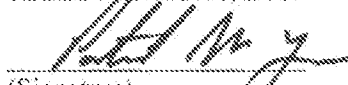
(Signature)

Patrick M. Logan
(Printed Name)

Corp. Controller
(Title)

2-5-08
(Date)

SELECT SNACKS, INC.



(Signature)

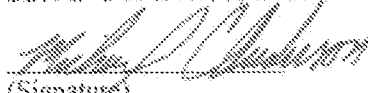
Patrick M. Logan
(Printed Name)

Corp. Controller
(Title)

2-5-08
(Date)

Accepted by:

SOH IP COMPANY, INC.



(Signature)

Michael C. Anderson
(Printed Name)

Assistant Secretary
(Title)

1 FEB 07
(Date)

SCHEDULE A
Intellectual Property

Mark	Status	Serial No.	Filing Date	Country	Registration No.	Registration Date	Class	Goods
LAKE JOKE	Registered	75134816	19-Jul-1996	America United States of	2997218	16-Sep-1997	30	30 - Snacks, namely, processed popcorn and extruded corn snacks
FRESH TASTE NEVER SOINDED SO GREAT THAT'S WHAT IT'S ALL ABOUT	Published	78974431	14-Sep-2006	United States of America United States of			19, 30	29 - Snack foods, namely baked and fried pita chips, dips, chips, baked and fried cheese curls, salsa 30 - Extruded corn snacks, cheese curls, puffed corn snacks
THAT'S WHAT IT'S ALL ABOUT	Published	77729194	28-Sep-2007	America United States of			30	30 - Popcorn, popped popcorn
FRESH TASTE NEVER SOINDED SO GREAT	Published	77165995	26-Apr-2007	America United States of			30	30 - Pretzels
KRINCHERS! NO MORE WHIPPY CHEESE (Sphulzed)	Registered	733615737	26-Aug-1996	United States of America	1465764	11-Nov-1997	30	30 - Peano chips 29 - Cheese, dips, jerky, processed meat, processed nuts, roasted nuts, shellad nuts 30 - Candy, pretzels, salsa, sauces, tortilla chips 29 - Potato chips 30 - Corn chips, crackers, pita bread, pita chips, popcorn, pretzels, tortilla chips 29 - Potato chips 30 - Corn chips, crackers, pita bread, pita chips, popcorn, pretzels, tortilla chips
KRINCHERS	Pending	77725499	10-Jul-2007	America United States of			29, 30	29 - Potato chips 30 - Corn chips, crackers, pita bread, pita chips, popcorn, pretzels, tortilla chips
O.K.E. DOKE	Pending	77725516	10-Jul-2007	America United States of			29, 30	29 - Potato chips 30 - Cheese, jerky, processed meat, processed nuts, roasted nuts, shellad nuts
CRUNCHESSE	Published	78972346	12-Sep-2006	America United States of			30	30 - Candy, popcorn, pretzels, tortilla chips
CRUNCHESSE	Published	77931318	18-Sep-2006	America United States of			29, 30	29 - Potato chips, crackers, pita bread, pita chips, popcorn, pretzels, tortilla chips 30 - Banana chips, Bean dip, Battered nuts, Candied nuts, Dairy-based dips, Dips, Fruit chips, Hummus, Potato chips, Processed nuts, Roasted nuts, Shellad nuts, Snack dips, Snack mix, consisting primarily of processed fruits, processed nuts and/or vitamins
CRUNCHESSE	Pending	777201322	18-Sep-2006	America United States of			30	30 - Candy, popcorn, pretzels, tortilla chips
CRUNCHESSE	Published	78965461	20-Apr-2006	America United States of			29	29 - Potato chips, cheese, dips, jerky, processed meat, processed nuts, roasted nuts, shellad nuts
CRUNCHESSE	Published	77827384	22-Oct-2006	America United States of			29, 30	29 - Candy, pretzels, pita chips, salsa, sauces, tortilla chips, corn chips, corn based snack products, extruded corn snacks, baked and fried cheese curls

SERRA FIELDS	Published	77010913	29-Sep-2006	United States of America		29	29 - Banana chips, Bean dip, Blanched nuts, Candied nuts, Dairy-based dips, Fruit chips, Hummus, Potato chips, Processed nuts, Roasted nuts, Shelled nuts, Snack dips, Snack mix consisting primarily of
SERRA FIELDS	Pending	77011001	29-Sep-2006	United States of America		29, 30	29 - Banana chips, Bean dip, Blanched nuts, Candied nuts, Dairy-based dips, Fruit chips, Hummus, Potato chips, Processed nuts, Roasted nuts, Shelled nuts, Snack dips, Snack mix consisting primarily of
SERRA FIELDS	Published	77052725	29-Nov-2005	United States of America		29	29 - Banana chips, Bean dip, Blanched nuts, Candied nuts, Dairy-based dips, Fruit chips, Hummus, Potato chips, Processed nuts, Roasted nuts, Shelled nuts, Snack dips, Snack mix consisting primarily of processed fruits, processed nuts and/or raisins
THE WAY NATURE	Published	77018049	10-Oct-2006	United States of America		29	29 - Banana chips, Bean dip, Blanched nuts, Candied nuts, Dairy-based dips, Fruit chips, Hummus, Potato chips, Processed nuts, Roasted nuts, Shelled nuts, Snack dips, Snack mix consisting primarily of processed fruits, processed nuts and/or raisins
CRANE and Design	Published	77055318	19-Jan-2007	United States of America		29	29 - Banana chips, Bean dip, Blanched nuts, Candied nuts, Dairy-based dips, Fruit chips, Hummus, Potato chips, Processed nuts, Roasted nuts, Shelled nuts, Snack dips, Snack mix consisting primarily of processed fruits, processed nuts and/or raisins
ZESTIBONS	Pending	77274198	07-Sep-2007	United States of America		30	30 - tortilla chips, corn chips, salsa
DESIGN ("bursting tortilla chip")	Pending	77276899	11-Sep-2007	United States of America		29	29 - potato chips, kettle chips
MISCELLANEOUS							
DESIGN ("bursting tortilla chip")	Pending	77277397	12-Sep-2007	United States of America		30	30 - pizza chips
MISCELLANEOUS							
DESIGN ("bursting tortilla chip")	Pending	77274347	07-Sep-2007	United States of America		30	30 - tortilla chips, corn chips
YOGU CANT STOP	Pending	77274292	07-Sep-2007	United States of America		30	30 - tortilla chips, corn chips
BEAR DESIGN	Registered	71694566	19-Feb-1987	United States of America		29, 30	29 - Potato chips 30 - Snack foods, namely, pepper popcorn, corn twists, corn puffs, and cheese corn
CESTERS	Registered	70644733	13-Feb-1987	United States of America		29, 30	29 - Potato chips 30 - Snack foods, namely, pepper popcorn, corn twists, corn puffs, and cheese corn
JAYS ZESTIBONS CANT STOP DIPPING	Registered	76137043	13-Nov-2001	United States of America		30	30 - Tortilla chips and corn chips
JAYS ZESTIBONS CANT STOP DIPPING	Registered	76137042	13-Nov-2001	United States of America		30	30 - Tortilla chips and corn chips
CANT STOP DIPPING EM	Registered	76049187	04-Mar-2003	United States of America		30	30 - Tortilla chips and corn chips
BITTER TWIBELS	Registered	76222419	04-Mar-2003	United States of America		30	30 - Pretzels

JAYS ZESTIOS	Registered	76/222461	09-Mar-2001	United States of America	2130002	24-Jun-2003	29	29 - Cheese dip
JAYS ZESTIOS	Registered	75/983029	13-Nov-2001	United States of America	2743360	12-Oct-2003	30	30 - Tortilla chips and corn chips 29 - Single serve snack in a tray consisting primarily of potato chips, and also containing French onion dip
JAYS ZESTIOS	Registered	75/521977	20-Jul-1998	United States of America	2319866	13-Feb-2004	29, 30	30 - Single serve snack in a tray consisting primarily of tortilla chips and/or pretzels, and also containing salsa or cheese, and/or mustard
JAYS ZESTIOS	Registered	76/336629	13-Nov-2001	United States of America	2922093	16-Mar-2004	30	30 - Tortilla chips and corn chips
JAYS ZESTIOS	Registered	76/337403	13-Nov-2001	United States of America	2833574	13-Apr-2004	30	30 - Salsa
KRUNCHERS	Registered	74/714031	02-Mar-1988	United States of America	1153372	29-Aug-1999	29	29 - Potato chips
JAYS	Registered	72/094239	02-Jun-1980	United States of America	711947	28-Feb-1961	29, 30	29 - Potato Chips, Popped and Unpopped Popcorn, Cheese and Caramel Flavored Popcorn, Cheese Flavored Fried Extruded Corn Meal Snack Product
JAYS & Design	Registered	73/096290	02-Jun-1986	United States of America	711948	28-Feb-1961	29	29 - Potato chips, popped and unpopped popcorn, cheese and caramel flavored popcorn, cheese flavored fried extruded corn meal snack product
JAYS	Registered			Michigan	64-12017	26-Aug-1951	30	30 - Potato Chips
JAYS A Rip of A Chip	Registered			Michigan	64-11012	26-Aug-1951	30	30 - Potato chips
KRISPY CRUNCH	Registered	72/197466	19-Dec-1978	United States of America	1177492	10-Nov-1981	29	29 - Potato chips
HOUSTON	Registered	73/119031	14-Mar-1977	United States of America	1191780	09-Mar-1982	29	29 - Potato chips
CANT STOP EATTHEM	Registered	72/066269	24-Feb-1989	United States of America	750245	28-May-1963	29	29 - Potato chips
BIG Y	Registered	72/036067		United States of America	982174	26-Jun-1973	29	29 - Potato chips
BOY STUFF	Registered	74/361467	12-Mar-1993	United States of America	1813933	28-Dec-1993	30	30 - Corn chips, corn puffs and popped popcorn
CRANE	Registered	74/151840	28-Oct-1993	United States of America	1866346	30-May-1995	29	29 - Potato chips
CHEESE BOMB	Registered	75/023083	03-Jun-1974	United States of America	1030200	13-Jan-1978	30	30 - Cheese flavored popcorn
CHEESEBETS	Registered	72/203096	01-Oct-1994	United States of America	814842	05-Sep-1967	29	29 - Cheese flavored extruded fried corn snack food preparations
KRUNCHERS	Pending	5294611	28-Jul-2006	European Community			29, 30	29 - Potato chips 30 - Tortilla chips, corn chips, pita bread, pita chips, pretzels, popcorn, crackers Snack foods, namely, processed corn, cheese flavored popcorn, corn flavored popcorn, caramel popcorn, glazed popcorn, popcorn, popped popcorn, extruded corn snacks, baked and fried cheese curls, puffed corn snacks
POPORN GOV Design	Published	77/026195	26-Oct-2005	United States of America			30	

SIERRA FIELDS CORP. SIERRA FIELDS CORP. Published: 7/12/2007 07:44:30 AM United States of America	29 - Banana chips; fruit chips; potato chips; soy chips; vegetable strips; yucca chips 30 - Corn chips; flour-based chips; grain-based chips; pea chips; taco chips; tortilla chips
--	--