

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
Zappe Endeavors, LLC		04/29/2011	LIMITED LIABILITY COMPANY: LOUISIANA

RECEIVING PARTY DATA

Name:	Rice Investments, L.P.
Composed Of:	COMPOSED OF General Partner Utz Quality Foods, Inc., a Pennsylvania Corporation
Street Address:	900 High Street
City:	Hanover
State/Country:	PENNSYLVANIA
Postal Code:	17331
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	1816995	ZAPP'S
Registration Number:	1450195	ZAPP'S
Serial Number:	75662705	"DIRTY" POTATO CHIPS
Serial Number:	85227883	DIRTY
Serial Number:	78853815	CALIFORNIA CHIPS
Serial Number:	77500018	MIGUELITO'S
Registration Number:	3203951	EARTHQUAKE
Serial Number:	85227952	VOODOO
Serial Number:	74153882	"DIRTY" POTATO CHIPS
Serial Number:	73805693	ZAPPARITOS
Registration Number:	3160801	GRANDZY'S
Serial Number:	74698367	KICKERS
Serial Number:	75475644	SUGAR BEATERS

TRADEMARK

900191665

REEL: 004539 FRAME: 0272

CH \$340.00 1816995

CORRESPONDENCE DATA

Fax Number: (215)701-2171
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 215-665-2771
Email: sschwartz@cozen.com
Correspondent Name: Scott Bradley Schwartz
Address Line 1: 1900 Market Street
Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	UTZ/230814
NAME OF SUBMITTER:	Scott Bradley Schwartz
Signature:	/Scott B Schwartz/
Date:	05/11/2011

Total Attachments: 4
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TRADEMARK ASSIGNMENT

WHEREAS, ZAPPE ENDEAVORS, LLC, a Louisiana limited liability company (“Zappe”) (“Assignor”), is the owner of the trademarks identified in Attachment A and the associated trademark applications and/or registrations therefore (together the “Marks”), and

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated the date hereof, by and among Assignor and its affiliates and Rice Investments, L.P., a Delaware limited partnership (“Assignee”) and its affiliates, Assignee has acquired the Marks and all of the good will associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks, all choses in action (including the right to bring suit for past infringement of the Marks) and all of the good will associated with the Marks.

Zappe Endeavors, LLC

Date: 4/29/11

By: *Anne G. Zappe*
Name: Anne G. Zappe
Title: Manager

Rice Investments, L.P.

Date: 4/29/11

By: *M.W. Rice*
Name: M.W. Rice
Title: Chairman, CEO

**ATTACHMENT A
TRADEMARKS**

Trademark	Application No.
ZAPP'S POTATO CHIPS	LA Reg. No. 60-1300 Hong Kong Reg. No. 301,461,078
ZAPP'S	U.S. Reg. No. 1,816,995 U.S. Reg. No. 1,459,195 Mexico Reg. No. 652,289 LA Reg. No. 45-1591 Brazil Reg. No. AN: 820,904,104
DIRTY POTATO CHIPS	U.S. App Serial No. 75/662,705 LA Reg. No. 52-2605/58-4040 U.S. App. Serial No. 74/153,882 Australia Reg. No. AN: 1,255,980 Hong Kong Reg. No. AN: 301,461,087
DIRTY	U.S. App. Serial No. 85/227,883 Canadian Reg. No. 1,368,221-00
CALIFORNIA CHIPS	U.S. App. Serial No. 78/853,815
MIGUELITOS	U.S. App. Serial No. 77/500,018
EARTHQUAKE	U.S. Reg. No. 3,203,951
WHO DAT?	LA Reg. No. 46-1858/ 59-7753 MS Reg. No. 14503
GATOR-TATORS	FL Reg. No. T09221 LA Reg. No. 45-2069
CAJUN KETTLE	LA Reg. No. 46-1354/ 60-2522
VOODOO	U.S. App. Serial No. 85/227,952 LA Reg. No. 60-2027

HEAVEN'S HARVEST	LA Reg. No. 62-0195
SWEET POTATO VODKA	LA Reg. No. 58-8717
TIDE-TATORS	AL Reg. No. 105-489
SUPER SIZE	LA Reg. No. 57-1640
CHEDDAR CHEEZ-ZER	U.S. Reg. No. 1,682,459
ZAPPARITOS	U.S. App. Serial No. 73/805,693 LA Reg. No. 46-1665
GRANDZY'S	U.S. Reg. No. 3,160,801 LA Reg. No. 58-8247
IN THE CHIPS	LA Reg. No. 56-5191
LOUISIANA FOOD MARKET CO-OP	LA Reg. No. 56-7096
WELCOME WAGON	LA Reg. No. 55-2040
FLAMBEAU	LA Reg. No. 53-3022
KICKERS	U.S. App. Serial No. 74/698,367 LA Reg. No. 53-1597
SUGAR BEATERS	U.S. App. Serial No. 75/475,644 LA Reg. No. 55-4557
SQUAT & GOBBLE TURKEY COMPANY	LA Reg. No. 52-2607
FRYFREE	LA Reg. No. 52-2606
CREOLE RANCH	LA Reg. No. 50-0228
GOURMADE IN LOUISIANA	LA Reg. No. 46-1628
CHEEZ-ZERS	LA Reg. No. 48-0815
ZESTY RANCH	LA Reg. No. 46-1741
I BELIEVE	LA Reg. No. 46-1844
SAINTS CHIPS	LA Reg. No. 46-1867

WE BELIEVE	LA Reg. No. 46-1843
FIESTA CHILI CHEESE	LA Reg. No. 52-2604
KETTLE CLASSICS	LA Reg. No. 51-2058
OFFICIAL SNACK FOOD FOR THE NEW MILLENNIUM	LA Reg. No. 55-4558
OFFICIAL POTATO CHIP OF MARDI GRAS, THE	LA Reg. No. 54-2765/ 59-3074
CRAW-TATORS	LA Reg. No. 45-1595/ 59-7144
TIGER-TATORS	LA Reg. No. 46-0100/ 59-8898
NANDO	LA Reg. No. 56-2410
ZAPP-IT	LA Reg. No. 45-1593
ZAPPZILLA	LA Reg. No. 45-1592
ZAPPARIONI'S	LA Reg. No. 45-1594
PATOUT'S	LA Reg. No. 47-0769