

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Matter of:

Rice Investments, LP

U.S. App. Nos.:

85/227,952 - VOODOO; 85/227,883 - DIRTY;

U.S. Reg. Nos:

3,203,951 - EARTHQUAKE; 3,160,801 - GRANDZY'S; 1,816,995 - ZAPP'S (Stylized)

POWER OF ATTORNEY

NO FEE

Commissioner for Trademarks

P.O. Box 1451

Alexandria, VA 22313-1451

Sir:

Applicant hereby appoints Kevin G. Smith and the attorneys of SUGHRUE MION, PLLC, all members of the bar, of 2100 Pennsylvania Avenue, N.W., Washington, DC 20037, to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection with this application in the United States.

Please address all future correspondence regarding this application to:

Kevin G. Smith
SUGHRUE MION, PLLC
2100 Pennsylvania Avenue, N.W.
Washington, D.C. 20037-3202
Phone 202.293.7060
Facsimile 202.293.7860
Email TM@sughrue.com

Rice Investments, LP

By: M.W. Rice

Name: M.W. Rice

Title: Gen. Mgr.

Date: 5/26/11