

**APPOINTMENT OF POWER OF ATTORNEY  
AND CHANGE OF CORRESPONDENCE ADDRESS**

Applicant hereby appoints power of attorney in the trademark applications and registrations identified below, with full power to transact all business in connection with the applications and registrations identified below, to Arnold S. Weintraub, Registration No. 25523 and David L. Oppenhuizen, Registration No. 57562:

<b>Serial No.</b>	<b>Registration No.</b>	<b>Mark</b>	<b>Registration Date</b>
78/905726	3309824	MACKINAC JACK	October 9, 2007
78/689457	N/A	MACKINAC ISLAND CREAMERY	N/A
77/376320	N/A	SWAMP JUICE GATOR	N/A
77/332664	3677217	FROG SPIT	September 1, 2009
77/198175	3599217	BUCKEYE TRACKS	March 31, 2009
77/198169	N/A	GATOR TRACKS	N/A
77/177767	N/A	HAIRY BUFFALO	N/A
77/127990	3481447	CARAMEL MOUNTAIN TRACKS	August 5, 2008
76/495463	2990040	GATOR TRACKS	August 30, 2005
76/330966	2971223	MACKINAC SUNRISE	July 19, 2005
76/464847	2983571	GITCHIGOOMIE FROG PIT	August 9, 2005
76/330968	2913511	MACKINAC	December 21, 2004
76/637686	3441185	MACKINAC ISLAND TRADING COMPANY	June 3, 2008
76/637566	3228341	CLAWS & PAWS	April 10, 2007
76/636710	3263892	MACKINAC ISLAND CREAMERY	July 17, 2007
76/495462	3009140	GATOR TRACKS	October 25, 2005
76/392394	2754238	GITCHIGOOMIE	August 19, 2003
76/347782	3275600	SMART POP	August 7, 2007
76/330967	N/A	MACKINAC	N/A
76/330897	2848173	ROCKY SHORES	June 1, 2004
76/301573	3002219	BUCKEYE	September 27, 2005
76/297786	N/A	MACKINAC ISLAND TRADING CO. MITC	N/A

Serial No.	Registration No.	Mark	Registration Date
75/764129	2740659	MACKINAC ISLAND CREAMERY MIC	July 22, 2003

Please change the correspondence address for the above-identified application to:

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The undersigned further authorizes the USPTO to communicate with the appointed attorneys via the following E-mail address: [ipdocket@weintraubgroup.com](mailto:ipdocket@weintraubgroup.com)

General Container Company, LLC

Date: 4-24-2012

By: Jon G. Beckwith  
Jon G. Beckwith  
Its: President