

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
Utz Quality Foods, Inc.		08/10/2010	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Rice Investments, LP		
Composed Of:	COMPOSED OF its 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: 3			
Property Type	Number	Word Mark	
Registration Number:	3749218	LA PRIMERA	
Registration Number:	2711047	LA PRIMERA	
Serial Number:	77773109	LA PRIMERA	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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ATTORNEY DOCKET NUMBER:	800242		

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NAME OF SUBMITTER:	Kevin G. Smith
Signature:	/Kevin G. Smith/
Date:	08/11/2010
Total Attachments: 2 source=800242 Assignment Rice Investments#page1.tif source=800242 Assignment Rice Investments#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, UTZ QUALITY FOODS, INC., a Pennsylvania corporation with a principal place of business at 900 High Street, Hanover, PA 17331 ("Assignor"), is the owner of the trademarks listed in attached Schedule A (the "Marks");

WHEREAS, RICE INVESTMENTS, LP, a Delaware limited partnership, with a principal place of business at 900 High Street, Hanover, PA 17331 and whose general partner is UTZ Quality Foods, Inc., a Pennsylvania corporation, ("Assignee"), is desirous of acquiring said Marks, together with the goodwill of the business symbolized by the Marks and the U.S. trademark application and registrations listed on attached Schedule A;

NOW, THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and the application and registrations therefor, together with the goodwill of the business symbolized by the Marks in the United States.

UTZ QUALITY FOODS, INC.

Dated: 8/10/10

By: MW. Sam, Chairman CEO

SCHEDULE A

Trademark	Application/Registration No.	Application/Registration Date
LA PRIMERA	77773109	7/2/2009
LA PRIMERA	3749218	2/16/2010
LA PRIMERA	2711047	4/29/2003