

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Princeton Vanguard, LLC		11/15/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	M&I Marshall & Ilsley Bank
Street Address:	770 North Water Street
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53202
Entity Type:	Wisconsin Banking Corporation: WISCONSIN

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	3528180	IT'S ALL ABOUT THE CRUNCH!
Registration Number:	3273012	THE WORLD'S FIRST PRETZEL CRACKER
Registration Number:	3128716	THE SNACK FACTORY
Registration Number:	2980303	PRETZEL CRISPS
Serial Number:	77192054	PRETZEL CRISPS
Registration Number:	3535211	IRRESISTIBLY CRUNCHY. NATURALLY THIN. DELICIOUSLY GOURMET.
Registration Number:	3579225	
Serial Number:	77505420	
Serial Number:	77885616	THE BEST PART OF THE PRETZEL
Serial Number:	77885817	RE-THINK YOUR PRETZEL
Serial Number:	77885828	THE BEST OF THE PRETZEL
Serial Number:	76700802	PRETZEL CRISPS
Serial Number:	77896058	RETHINK YOUR PRETZEL

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Serial Number:	77905977	RETHINK YOUR PRETZEL!
Serial Number:	77908911	SNACK FACTORY
Serial Number:	77886163	DELIGHT IN A BAG
Serial Number:	77886112	TASTE THE NEW TWIST
Serial Number:	77885653	NOT YOUR FATHER'S PRETZEL

CORRESPONDENCE DATA

Fax Number: (414)278-3763
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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ATTORNEY DOCKET NUMBER:	10281.99908
NAME OF SUBMITTER:	Patrick M. Bergin
Signature:	/Patrick M. Bergin/
Date:	11/18/2010

Total Attachments: 7
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**NOTICE OF GRANT OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY**

United States Patent and Trademark Office, United States Copyright Office
or foreign filing office

Please be advised that pursuant to a Grant of Security Interest in Intellectual Property dated as of November 15, 2010 (the "Security Agreement"), by The Snack Factory, LLC, a Delaware limited liability company ("Company"), Snack Factory, LLC, a New Jersey limited liability company ("Snack Factory"), Princeton Vanguard, LLC, a Delaware limited liability company ("Princeton Vanguard") (Company, Snack Factory and Princeton Vanguard each individually and collectively the "Borrower") and M & I Marshall & Ilsley Bank, (the "Lender"), the Borrower has granted to the Lender a continuing security interest in and continuing lien upon the patents and/or patent applications, trademarks and/or trademark applications and registered copyrights listed on Exhibits A, B and C, respectively, hereto.

The Lender hereby acknowledges that the security interest in the foregoing identified intellectual property: (i) may only be terminated in accordance with the terms of the Security Agreement; and (ii) is not to be construed as a present assignment of any such intellectual property.

Very truly yours,

PRINCETON VANGUARD, LLC

By: 
Kara M. Roell, Vice President

SCHEDULE A

DESIGN PATENTS	STATUS	SER. NO/ REG.	COUNTRY
Pretzel cracker with two holes	Registered 2/8/2005	000 381 553-0001	EU Community Design
Design/ Pretzel Cracker with one hole	Registered 2/21/2006	Reg. No. D515,277	US
Design/ 2 hole pretzel	Registered 2/17/2006	Reg. No. D1,267,192	Japan
Design Pretzel Cracker with two holes	Registered	Reg. No. D200513201	SINGAPORE
Design/ leaf shaped edible product	Registered 12/30/1997	D388,235	US
Design/Coin Bank	Registered 10/13/1998	D399,634	US

Design/Combined Coin Bank and Snack Food container	Registered 6/22/2004	D492,084	US
Design/ Combined Coin Bank and Snack Food container	Registered 12/21/2004	D499,961	US
Design/ Pretzel cracker without holes	Registered 9/6/2005	D509,044	US
Design/ Pretzel cracker with two holes	Registered 10/4/2005	D510,172	US
NO HOLE DESIGN	PENDING: Filed 12/24/2009	Ser. No. 29/352,748	US
ONE HOLE DESIGN	PENDING: Filed 12/24/2009	Ser. No. 29/352,752	US
TWO HOLE AND MINI TWO AND THREE HOLE DESIGN	Notice of Allowance	Ser. No. 29/352,755	US
THREE HOLE DESIGN	PENDING: Filed 12/24/2009	Ser. No. 29/352,757	US

SCHEDULE B

MARK	STATUS	SER. NO/ REG.	COUNTRY
IT'S ALL ABOUT THE CRUNCH!	Registered 11/4/2008	Reg. No. 3528180 77/097,799	USA
THE WORLD'S FIRST PRETZEL CRACKER	Registered 7/31/2007	Reg. No. 3273012	USA
PRETZEL CRISPS	Registered 10/20/2004	Reg. No. 1026046	Australia
PRETZEL CRISPS	Registered 05/03/2007	Reg. No. TMA686,821	Canada
THE SNACK FACTORY	Registered 4/28/2006	Reg. No. 2406006	Great Britain
PRETZEL CRISPS (STYLIZED)	Registered 04/10/2008	Reg. No. 5855614	CTM
THE SNACK FACTORY	Registered 08-15-2006	Reg. No. 3,128,716	US
PRETZEL CRISPS	Petition to Cancel filed by Frito-Lay North America, Inc. on 9/10/2010, Answer filed on 11/10/2009 Supplemental 07/26/2005	Supplemental Reg. No. 2,980,303	US
PRETZEL CRISPS (STYLIZED)	Filed 05/29/2007. Pending; Notice of Opposition filed by Frito-Lay North America Inc. on 05/22/2009; Answer to Opposition filed on 06/24/2009	Ser. no. 77/192,054	US
PRETZEL CRISPS (STYLIZED)	Registered 11/14/2008	Reg. No. 5180084	Japan

Two Hole Pretzel & Bag Design	Registered 1/15/2009	Reg. No. 581678	Switzerland
IRRESISTIBLY CRUNCHY. NATURALLY THIN. DELICIOUSLY GOURMET.	Registered 11/18/2008	Reg. No. 3,535,211	US
BAG Design	Registered 2/24/2009	Reg. No. 3,579,225	US
3 hole pretzel cracker product configuration trademark	Filed 06/23/2008. Pending; Notice of Opposition filed by Frito-Lay North America Inc. on 04/20/2009; Answer to Opposition filed on 06/01/2009	Ser.no. 77/505,420	US
3 hole cracker design trademark	Pending : Affidavit received by Canadian Agent November 11, 2010	Ser. no. 1422554	CANADA
THE BEST PART OF THE PRETZEL	Notice of Allowance 6/22/2010	77/885,616 12/3/2009	US
RE-THINK YOUR PRETZEL	Notice of Allowance 6/22/2010	77/885,817 12/3/2009	US
THE BEST OF THE PRETZEL	Notice of Allowance 6/22/2010	77/885,828 12/3/2009	US
PRETZEL CRISPS	Filed 12/11/2009. Opposition filed by Frito-Lay North America Inc. on July 2, 2010, Answer filed on 8/13/2010	76/700,802 12/11/2009	US

RETHINK YOUR PRETZEL	Notice of Allowance 6/22/2010	77/896,058 12/17/2009	
RETHINK YOUR PRETZEL!	Notice of Allowance 6/22/2010	77/905,977 01/06/2010	US
SNACK FACTORY	Notice of Allowance 6/22/2010	77/908,911 01/11/2010	US
RETHINK TANK	Filing In Progress		
DELIGHT IN A BAG	Notice of Allowance 6/22/2010	77/886,163 12/4/2009	US
TASTE THE NEW TWIST	Notice of Allowance 6/22/2010	77/886,112 12/4/2009	US
NOT YOUR CHILDHOOD PRETZEL	Notice of Allowance 6/22/2010	77/885,822 12/3/2009	US
NOT YOUR FATHER'S PRETZEL	Notice of Allowance 6/22/2010	77/885,653 12/3/2009	US

SCHEDULE C

COPYRIGHT	STATUS	SER. NO/ REG.
ONE HOLE PRETZEL CRACKER	Registered 1/9/2007	copyright VA-730-768
3 Hole pretzel Cracker	Copyright application was filed on 4/10/2008; Rejection dated 2/23/2009; Response was filed on May 26, 2009./ No further instructions received	

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