

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------------|----------|----------------|-----------------------|
| Alberto-Culver International, Inc. | | 11/30/2011 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|--------------------------|-------------------------------|
| Name: | B&G Foods North America, Inc. |
| Street Address: | Four Gatehall Drive |
| Internal Address: | Suite 110 |
| City: | Parsippany |
| State/Country: | NEW JERSEY |
| Postal Code: | 07054 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 11

| Property Type | Number | Word Mark |
|----------------|----------|----------------|
| Serial Number: | 73500601 | BAKER'S JOY |
| Serial Number: | 72217825 | KLEEN GUARD |
| Serial Number: | 72212629 | KLEEN GUARD |
| Serial Number: | 72217826 | KLEEN GUARD |
| Serial Number: | 74003471 | MOLLY MCBUTTER |
| Serial Number: | 73758141 | MOLLY MCBUTTER |
| Serial Number: | 73456266 | MRS. DASH |
| Serial Number: | 76107682 | STATIC GUARD |
| Serial Number: | 73157139 | SUGAR TWIN |
| Serial Number: | 72446065 | SUGAR TWIN |
| Serial Number: | 74130465 | PAPA DASH |

CORRESPONDENCE DATA

Fax Number: (312)827-8185

900208202

**TRADEMARK
 REEL: 004668 FRAME: 0609**

CH \$290.00 73500601

Phone: 312-807-4350
Email: chicago.trademarks@klgates.com, sana.hakim@klgates.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Sana Hakim c/o K&L Gates LLP
Address Line 1: P.O. Box 1135
Address Line 4: Chicago, ILLINOIS 60690-1135

| | |
|-------------------------|------------|
| ATTORNEY DOCKET NUMBER: | 3709483-42 |
| NAME OF SUBMITTER: | Sana Hakim |
| Signature: | /sh/ |
| Date: | 11/30/2011 |

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made this 30th day of November, 2011 (this "Assignment"), by ALBERTO-CULVER INTERNATIONAL, INC., a Delaware corporation ("Assignor"), to B&G FOODS NORTH AMERICA, INC., a Delaware corporation ("Assignee").

WHEREAS, Assignor owns and desires to assign the marks and registrations listed on Schedule A hereto ("Trademarks"); and

WHEREAS, Assignee desires to acquire the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Trademarks, including all common law rights, registrations and applications therefor, together with goodwill of the business connected with the use of the Trademarks and symbolized thereby, and any and all accrued rights of action, royalties or damages for any past or existing infringement or misappropriation of any such rights, in the United States and all foreign countries.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by Assignor's duly authorized officer and its seal to be affixed as of the date first above written.

ALBERTO-CULVER INTERNATIONAL, INC.,
by [Signature]
Name: Paul McMahon
Title: Vice President

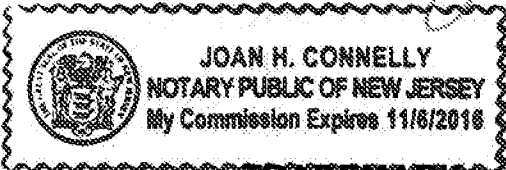
State of New Jersey)
) SS.
)

I, a notary public for the state aforesaid, do hereby certify that Paul McMahon, the authorized signatory of ALBERTO-CULVER INTERNATIONAL, INC., appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of ALBERTO-CULVER INTERNATIONAL, INC. as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 30 day of Nov 2011.

[Signature]
Notary Public

My commission expires



SCHEDULE A

| Mark | File Date | Application # | Registration Date | Registration # |
|-------------------|------------|---------------|-------------------|----------------|
| BAKER'S JOY | 9/21/1984 | 73/500,801 | 7/2/1985 | 1,346,537 |
| KLEEN GUARD | 5/3/1965 | 72/217,825 | 5/24/1966 | 808,742 |
| KLEEN GUARD | 2/24/1965 | 72/212,529 | 5/31/1966 | 809,074 |
| KLEEN GUARD | 5/3/1965 | 72/217,826 | 5/31/1966 | 809,403 |
| MOLLY MCBUTTER | 11/20/1989 | 74/003,471 | 8/14/1990 | 1,609,989 |
| MOLLY MCBUTTER | 10/11/1988 | 73/758,141 | 8/29/1989 | 1,553,930 |
| MRS. DASH | 12/9/1983 | 73/456,266 | 2/19/1985 | 1,321,064 |
| STATIC GUARD | 8/4/2000 | 76/107,682 | 11/18/2003 | 2,783,542 |
| SUGAR TWIN | 1/31/1978 | 73/157,139 | 1/30/1979 | 1,112,044 |
| SUGAR TWIN | 1/15/1973 | 72/446,065 | 1/1/1974 | 976,043 |
| PAPA DASH | 1/14/1991 | 74/130,465 | 12/10/1991 | 1,667,777 |