

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	08/31/2011		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Unilever Supply Chain Inc.		12/22/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	High Ridge Brands Co.		
Street Address:	8 Sound Shore Drive		
Internal Address:	Suite 265		
City:	Greenwich		
State/Country:	CONNECTICUT		
Postal Code:	06830		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1678229	RAVE	
CORRESPONDENCE DATA			
Fax Number:	(212)277-6501		
Phone:	(212)277-6500		
Email:	goodwillj@dicksteinshapiro.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Clark W. Lackert		
Address Line 1:	Dickstein Shapiro LLP		
Address Line 2:	1633 Broadway		
Address Line 4:	New York, NEW YORK 10019-6708		
ATTORNEY DOCKET NUMBER:	H0352.0058		
NAME OF SUBMITTER:	Clark W. Lackert		

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Signature:	/Clark W. Lackert/
Date:	01/13/2012
Total Attachments: 2 source=RAVE#page1.tif source=RAVE#page2.tif	

ASSIGNMENT OF TRADE MARK

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, Unilever Supply Chain Inc., a Delaware Corporation having an address at 1 John Street, Clinton, Connecticut 06413, United States ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from High Ridge Brands Co., a Delaware Limited Partnership having an address at 8 Sound Shore Drive, Suite 265, Greenwich, Connecticut 06830, United States ("Assignee"), and pursuant to a certain Purchase and Sale Agreement entered into as of August 4th, 2011 by and between Conopco, Inc. on the one hand, and High Ridge Brands Co., on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

the U.S. trade mark, including, without limitation, all registrations therefore listed on Exhibit A hereto, together with the whole of the goodwill of the business associated therewith, (the "Trademark")

to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademark, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademark to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

Signature: 

Name: **Stephen Francis Beale**
Title: **Duly Authorised**

On behalf of Unilever Supply Chain Inc.,

EXHIBIT A

TRADE MARK SCHEDULE

<i>Country</i>	<i>Trademark</i>	<i>Class(es)</i>	<i>Application No.</i>	<i>Application date</i>	<i>Registration No.</i>	<i>Registration Date</i>
United States of America	RAVE	3	74/170384	28 May 1991	1678229	10 Mar 1992