

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
Alberto-Culver International, Inc.		02/29/2012	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: 1			
Property Type	Number	Word Mark	
Serial Number:	85447064	FINISHING BLENDS	
CORRESPONDENCE DATA			
Fax Number:	(312)827-8185		
Phone:	312-807-4350		
Email:	chicago.trademarks@klgates.com, sana.hakim@klgates.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:	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:	3709483-20-467		
NAME OF SUBMITTER:	Sana Hakim		
Signature:	/sh/		

Date:

03/02/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made this 21 day of February, 2012 (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 mark and registration listed on Schedule A hereto ("Trademark"); and

WHEREAS, Assignee is the successor to the ongoing and existing portion of the business of Assignor to which the Trademark pertains and desires to acquire the Trademark.

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 Trademark, including all common law rights, registrations and applications therefor, together with goodwill of the business connected with the use of the Trademark 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 David Schwartz
Name: David Schwartz
Title: Vice President

State of New Jersey)
) SS.
)

I, a notary public for the state aforesaid, do hereby certify that David Schwartz, 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 21st day of February 2012.

Joan H. Connelly
Notary Public

My commission expires

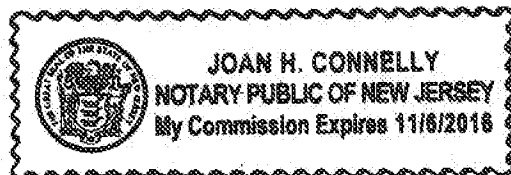


EXHIBIT A

Country	Reg./App. Number	Trade Mark	Class	Status
United States	85/447,064	FINISHING BLENDS	030	Pending