

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           |
|--------------------------|----------|----------------|-----------------------|
| Cumberland Packing Corp. |          | 01/01/2013     | CORPORATION: NEW YORK |

RECEIVING PARTY DATA

|                 |                                 |
|-----------------|---------------------------------|
| Name:           | CPC Intellectual Property, Inc. |
| Street Address: | 2 Cumberland Street             |
| City:           | Brooklyn                        |
| State/Country:  | NEW YORK                        |
| Postal Code:    | 11205                           |
| Entity Type:    | CORPORATION: NEW YORK           |

PROPERTY NUMBERS Total: 86

| Property Type        | Number  | Word Mark        |
|----------------------|---------|------------------|
| Registration Number: | 4053316 | AGAVE IN THE RAW |
| Registration Number: | 4095548 | AGAVE IN THE RAW |
| Registration Number: | 3578735 | ALFREDO BUDS     |
| Registration Number: | 2088536 | BUTTER BASE 20   |
| Registration Number: | 3377505 | BUTTER BUDS      |
| Registration Number: | 0838892 | BUTTER BUDS      |
| Registration Number: | 2288378 | BUTTER BUDS      |
| Registration Number: | 2373315 | BUTTER BUDS      |
| Registration Number: | 1621416 | BUTTER BUDS      |
| Registration Number: | 2652520 | BUTTER BUDS-EX   |
| Registration Number: | 1804644 | BUTTERFLO        |
| Registration Number: | 2534030 | BUTTERMILK BUDS  |
| Registration Number: | 3268051 | BUTTERMIST       |
| Registration Number: | 2540657 | CHEDDAR BUDS     |

OP \$2165.00 4053316

|                      |          |                         |
|----------------------|----------|-------------------------|
| Registration Number: | 2547133  | CHEDDAR BUDS            |
| Registration Number: | 2540655  | CHEESE BUDS             |
| Serial Number:       | 85685361 | CHEESE BUDS-AMERICAN    |
| Registration Number: | 3385528  | COCOABUTTER BUDS        |
| Registration Number: | 2000824  | CREAM PLUS              |
| Registration Number: | 1000000  |                         |
| Registration Number: | 2463777  |                         |
| Serial Number:       | 85177689 | FLOUR IN THE RAW        |
| Registration Number: | 3811678  | GET RAW                 |
| Registration Number: | 4091592  | GET RAW                 |
| Registration Number: | 2643110  | HONEY IN THE RAW        |
| Registration Number: | 3710602  | HONEY IN THE RAW        |
| Registration Number: | 3112387  | IN THE RAW              |
| Registration Number: | 3747787  | IN THE RAW              |
| Serial Number:       | 85032045 | IN THE RAW              |
| Serial Number:       | 85976319 | IN THE RAW              |
| Serial Number:       | 77757554 | IN THE RAW              |
| Registration Number: | 3945984  | IN THE RAW              |
| Registration Number: | 3707248  | IN THE RAW              |
| Serial Number:       | 85564895 | IN THE RAW              |
| Registration Number: | 1952511  | IT'S EXPECTED!          |
| Serial Number:       | 85464295 | IT'S ONLY NATURAL       |
| Serial Number:       | 85660669 | LET YOUR SWEET FLAG FLY |
| Registration Number: | 3908492  | MAKING HEALTHY HAPPEN   |
| Serial Number:       | 77958983 | MAPLE IN THE RAW        |
| Serial Number:       | 85336556 | MAPLE IN THE RAW        |
| Serial Number:       | 85620522 | MONK FRUIT IN THE RAW   |
| Serial Number:       | 85699451 | MONK FRUIT IN THE RAW   |
| Serial Number:       | 85575896 | MUSIC IN THE RAW        |
| Registration Number: | 0872262  | NU-SALT                 |
| Registration Number: | 3696594  | OLIVE OIL BUDS          |
| Registration Number: | 1876627  | SAVOR THE FLAVOR        |
| Serial Number:       | 77647437 | SEA SALT IN THE RAW     |
| Registration Number: | 1391236  | SPOON-FOR-SPOON         |
| Registration Number: | 4222991  | STEVIA IN THE RAW       |

|                      |          |                                  |
|----------------------|----------|----------------------------------|
|                      | 3686749  | STEVIA IN THE RAW                |
| Registration Number: | 3694681  | STEVIA EXTRACT IN THE RAW        |
| Registration Number: | 3697559  | STEVIA EXTRACT IN THE RAW        |
| Registration Number: | 3686803  | SUGAR IN THE RAW                 |
| Registration Number: | 0937695  | SUGAR IN THE RAW                 |
| Registration Number: | 4117522  | SUGAR IN THE RAW                 |
| Registration Number: | 2121724  | SUGAR IN THE RAW                 |
| Registration Number: | 2647108  | SUGAR IN THE RAW                 |
| Registration Number: | 3253208  | SUGAR IN THE RAW                 |
| Registration Number: | 3253209  | SUGAR IN THE RAW                 |
| Serial Number:       | 85501924 | SUGAR IN THE RAW NATURAL WHITE   |
| Registration Number: | 0906884  | SWEET MAGIC                      |
| Registration Number: | 0935021  | SWEET MAGIC                      |
| Serial Number:       | 85131986 | SWEET'N LOW                      |
| Registration Number: | 0896101  | SWEET'N LOW                      |
| Registration Number: | 1114753  | SWEET'N LOW                      |
| Registration Number: | 1659822  | SWEET'N LOW                      |
| Registration Number: | 0955304  | SWEET'N LOW                      |
| Registration Number: | 1126434  | SWEET'N LOW                      |
| Registration Number: | 1826531  | SWEET'N LOW                      |
| Registration Number: | 1155026  | SWEET'N LOW                      |
| Registration Number: | 0896102  | SWEET'N LOW                      |
| Registration Number: | 2045948  | SWEET'N LOW                      |
| Registration Number: | 2173851  | SWEET'N LOW                      |
| Registration Number: | 1933102  | SWEET'N LOW                      |
| Registration Number: | 2358588  | SWEET'N LOW                      |
| Registration Number: | 2465527  | SWEET'N LOW                      |
| Registration Number: | 2660688  | SWEET'N LOW                      |
| Registration Number: | 2547375  | SWEET'N LOW                      |
| Registration Number: | 1114752  | SWEET'N LOW                      |
| Registration Number: | 3317421  | SWEET'N LOW BRAND                |
| Registration Number: | 3845734  | SWEET'N LOW BRANDS GENERAL STORE |
| Registration Number: | 3839407  | SWEET'N NATURAL                  |
| Serial Number:       | 78908151 | SWEET'N SLENDER                  |
| Registration Number: | 4168598  | SWEET 'N STRAIGHT                |

|                      |         |                         |
|----------------------|---------|-------------------------|
|                      | 4247443 | THE SWEETER, THE BETTER |
| Registration Number: | 3002962 | THINK PINK              |

**CORRESPONDENCE DATA**

Fax Number: 8668507498  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 212 883 4909  
Email: adivino@cozen.com  
Correspondent Name: Amy F. Divino  
Address Line 1: 277 Park Avenue  
Address Line 4: New York, NEW YORK 19172

|                         |                 |
|-------------------------|-----------------|
| ATTORNEY DOCKET NUMBER: | 330067          |
| NAME OF SUBMITTER:      | Amy F. Divino   |
| Signature:              | /amy f. divino/ |
| Date:                   | 01/10/2013      |

**Total Attachments: 8**  
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**UNITED STATES TRADEMARK ASSIGNMENT**

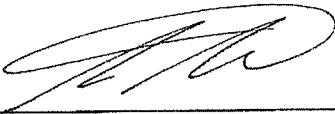
WHEREAS, Cumberland Packing Corp. ("Assignor"), a corporation organized and existing under the laws of the State of New York, USA, having a current address of 2 Cumberland Street, Brooklyn, New York 11205, USA, is the record owner of the registrations and applications shown on the attached Schedule A.

WHEREAS, CPC Intellectual Property, Inc. ("Assignee"), a corporation organized and existing under the laws of the State of New York, USA, having a current address of 2 Cumberland Street, Brooklyn, New York 11205, USA, is desirous of acquiring said marks, the goodwill of the business symbolized by the marks, the portion of the business to which the marks pertain, the registrations thereof, and the applications for registration and the registrations resulting therefrom.

NOW, THEREFORE, in consideration of and in exchange for the sum of USD \$100, and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign, transfer and convey unto said Assignee its entire right, title and interest in and to the said marks, together with the goodwill symbolized by the marks, the portion of the business to which the marks pertain, the registrations thereof, and the applications for registration and the registrations resulting therefrom.

CUMBERLAND PACKING CORP.

By:

  
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Steven Eisenstadt  
President and Chief Executive Officer

Place: Brooklyn, New York, USA

Date: January 1, 2013

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**TRADEMARK**  
**REEL: 004940 FRAME: 0074**

## SCHEDULE A

| Trademark/<br>Service Mark     | Applicant/<br>Registrant | Serial No./<br>Reg. No. | Appl. Date/<br>Reg. Date | Class(es) | Goods/Services                                                                                                                      | Status     |
|--------------------------------|--------------------------|-------------------------|--------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------|------------|
| AGAVE IN THE RAW               | Cumberland Packing Corp. | 4,053,316               | 11/8/11                  | 30        | Natural sweeteners                                                                                                                  | Registered |
| AGAVE IN THE RAW<br>and Design | Cumberland Packing Corp. | 4,095,548               | 2/7/12                   | 30        | Natural sweeteners; sugar substitutes                                                                                               | Registered |
| ALFREDO BUDS                   | Cumberland Packing Corp. | 3,578,735               | 2/24/09                  | 30        | Instant powdered cheese sauce used as a topping,<br>as a dip, and as a soup base                                                    | Registered |
| BUTTER BASE 20                 | Cumberland Packing Corp. | 2,088,536               | 8/19/97                  | 1         | Natural butter flavored concentrate for use in the<br>manufacture of foods                                                          | Registered |
| BUTTER BUDS<br>(block letters) | Cumberland Packing Corp. | 3,377,505               | 2/5/08                   | 30        | Butter flavored food additive for non-nutritional<br>purposes for use as a food flavoring, an ingredient,<br>or a sauce base        | Registered |
| BUTTER BUDS                    | Cumberland Packing Corp. | 838,892                 | 11/14/67                 | 29        | Butter flavored compound for use as a seasoning<br>on vegetables, meat and other edibles                                            | Registered |
| BUTTER BUDS<br>(Stylized)      | Cumberland Packing Corp. | 2,288,378               | 10/26/99                 | 30        | Butter flavored food additive for non-nutritional<br>purposes for use as a food flavoring or ingredient                             | Registered |
| BUTTER BUDS<br>(Stylized)      | Cumberland Packing Corp. | 2,373,315               | 8/1/00                   | 29        | Oil-based non-stick cooking spray                                                                                                   | Registered |
| BUTTER BUDS and<br>Design      | Cumberland Packing Corp. | 1,621,416               | 11/6/90                  | 29        | Natural butter flavor concentrate                                                                                                   | Registered |
| BUTTER BUDS-EX                 | Cumberland Packing Corp. | 2,652,520               | 11/19/02                 | 29        | Butter flavored food additive for use as a food<br>flavoring or ingredient sold in the industrial and<br>food service sectors       | Registered |
| BUTTERFLO                      | Cumberland Packing Corp. | 1,804,644               | 11/16/93                 | 29        | Blend of concentrated butter and vegetable oil in<br>liquid form                                                                    | Registered |
| BUTTERMILK BUDS                | Cumberland Packing Corp. | 2,534,030               | 1/29/02                  | 29        | Buttermilk based food additives for use as a food<br>flavoring or ingredient sold in industrial and food<br>service sectors         | Registered |
| BUTTERMIST                     | Cumberland Packing Corp. | 3,268,051               | 7/24/07                  | 29        | Food spray and pan release, namely a butter<br>flavored vegetable oil spray                                                         | Registered |
| CHEDDAR BUDS                   | Cumberland Packing Corp. | 2,540,657               | 2/19/02                  | 29        | Cheese flavored food additive for use as a food<br>flavoring or ingredient sold in the industrial and<br>food service sectors       | Registered |
| CHEDDAR BUDS                   | Cumberland Packing Corp. | 2,547,133               | 3/12/02                  | 30        | Instant powdered cheese sauce used as a topping,<br>as a dip, and as a soup base sold in the industrial<br>and food service sectors | Registered |

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REEL: 004940 FRAME: 0075

| Trademark/<br>Service Mark            | Applicant/<br>Registrant | Serial No./<br>Reg. No. | Appl. Date/<br>Reg. Date | Class(es) | Goods/Services                                                                                                                                                                                                                                                                                                             | Status     |
|---------------------------------------|--------------------------|-------------------------|--------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| CHEESE BUDDS                          | Cumberland Packing Corp. | 2,540,655               | 2/19/02                  | 29        | Cheese Flavored food additive for use as a food flavoring or ingredient sold in the industrial and food service sectors                                                                                                                                                                                                    | Registered |
| CHEESE BUDDS-AMERICAN                 | Cumberland Packing Corp. | 85/685,361              | 7/24/12                  | 29        | Cheese Flavored food additive for use as a good flavoring or ingredient sold in the industrial sectors                                                                                                                                                                                                                     | Pending    |
| COCOABUTTER BUDDS                     | Cumberland Packing Corp. | 3,385,528               | 2/19/08                  | 29        | Food additive containing cocoa butter for use as a food flavoring or ingredient sold in the industrial, institutional, and food service sectors                                                                                                                                                                            | Registered |
| CREAM PLUS                            | Cumberland Packing Corp. | 2,000,824               | 9/17/96                  | 1         | Concentrated cream flavor for use in the manufacture of foods                                                                                                                                                                                                                                                              | Registered |
| DESIGN: TREBLE CLEF and MUSICAL STAFF | Cumberland Packing Corp. | 1,000,000               | 12/17/74                 | 1         | Low calorie sugar substitute                                                                                                                                                                                                                                                                                               | Registered |
| DESIGN: TREBLE CLEF                   | Cumberland Packing Corp. | 2,463,777               | 6/26/01                  | 1         | Artificial sweetener, namely a granulated sugar substitute                                                                                                                                                                                                                                                                 | Registered |
| FLOUR IN THE RAW                      | Cumberland Packing Corp. | 85/177,689              | 11/16/10                 | 30        | Flour                                                                                                                                                                                                                                                                                                                      | Pending    |
| GET RAW                               | Cumberland Packing Corp. | 3,811,678               | 6/29/10                  | 30        | Sugar, turbinado sugar, natural sweeteners                                                                                                                                                                                                                                                                                 | Registered |
| GET RAW                               | Cumberland Packing Corp. | 4,091,592               | 1/24/12                  | 32        | Soft drinks, carbonated soft drinks                                                                                                                                                                                                                                                                                        | Registered |
| HONEY IN THE RAW                      | Cumberland Packing Corp. | 2,643,110               | 10/29/02                 | 30        | Powdered honey                                                                                                                                                                                                                                                                                                             | Registered |
| HONEY IN THE RAW                      | Cumberland Packing Corp. | 3,710,602               | 11/10/09                 | 30        | Honey                                                                                                                                                                                                                                                                                                                      | Registered |
| IN THE RAW                            | Cumberland Packing Corp. | 77/800,690              | 8/10/09                  | 3         | Sugar skin scrubs, body scrubs, bath beads, bath foams, bath gels, bath crystals, body lotions, massage oils, skin creams, face creams, hand creams, beauty lotions, skin soaps, body wash, nail polish, hair shampoo, hair conditioner, lipstick, face powder, personal deodorants, sugaring gel and wax for hair removal | Pending    |
| IN THE RAW                            | Cumberland Packing Corp. | 3,112,387               | 7/4/06                   | 31        | Raw natural nuts, namely almonds                                                                                                                                                                                                                                                                                           | Registered |
| IN THE RAW                            | Cumberland Packing Corp. | 3,747,787               | 2/9/10                   | 32        | Soft drinks, carbonated soft drinks                                                                                                                                                                                                                                                                                        | Registered |

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REEL: 004940 FRAME: 0076

| Trademark/<br>Service Mark | Applicant/<br>Registrant | Serial No./<br>Reg. No. | Appl. Date/<br>Reg. Date | Class(es) | Goods/Services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Status     |
|----------------------------|--------------------------|-------------------------|--------------------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| IN THE RAW                 | Cumberland Packing Corp. | 85/032,045              | 5/6/10                   | 30        | Food products and ingredients                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Pending    |
| IN THE RAW                 | Cumberland Packing Corp. | 85/976,319              | 5/6/10                   | 30        | Natural sweeteners                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Registered |
| IN THE RAW<br>(Stylized)   | Cumberland Packing Corp. | 77/757,554              | 6/12/09                  | 30        | Tea, beverages made of tea, iced tea, fruit teas, tea based beverages, teas based with fruit flavor, herbal teas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Pending    |
|                            |                          |                         |                          | 32        | Non-carbonated beverages, namely, sports drinks, energy drinks, fruit drinks, fruit juices, herbal juices, mineral water, spring water, bottled water, flavored water                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |
| IN THE RAW<br>(Stylized)   | Cumberland Packing Corp. | 3,945,984               | 4/12/11                  | 32        | Soft drinks; non-alcoholic beverages, namely, carbonated beverages                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Registered |
| IN THE RAW                 | Cumberland Packing Corp. | 3,707,248               | 11/10/09                 | 43        | Restaurants featuring sushi and other Japanese cuisine                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Registered |
| IN THE RAW                 | Cumberland Packing Corp. | 85/564,895              | 3/9/12                   | 25        | Clothing; footwear, headwear                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Pending    |
| IT'S EXPECTED!             | Cumberland Packing Corp. | 1,952,511               | 1/30/96                  | 1         | Low calorie sugar substitutes, namely artificial sweeteners                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Registered |
| IT'S ONLY<br>NATURAL       | Cumberland Packing Corp. | 85/464,295              | 11/4/11                  | 30        | Sugar, turbinado sugar, sugar substitutes, natural sweeteners, flour, candy, bakery goods, cakes, cookies, wafers, cereal-based energy bars not for use as a meal replacement, honey based energy bars not for use as a meal replacement, grain based energy bars not for use as a meal replacement, granola based energy bars not for use as a meal replacement, granola-based snack bars, granola, granola snacks, agave syrups for use as sweeteners, maple syrups, table syrups, topping syrups, flavoring syrups, honey, powdered honey, maple sugar, liquid sugar, liquid turbinado sugar, condiments, namely, salad dressings, mayonnaise, seasonings and salsa, ready-to eat cereals, oat meals, salt, cake mixes, pancake mixes, frosting mixes, sushi, quinoa, couscous, rice, dried beans, peas, nuts, seed, tea, beverages made of tea, iced tea, fruit teas, tea based beverages, teas based with fruit flavor, herbal teas for food purposes, presweetened instant tea mix, lemonade, cola, non-alcoholic carbonated beverages, non-alcoholic non-carbonated beverages | Pending    |

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REEL: 004940 FRAME: 0077



| Trademark/<br>Service Mark          | Applicant/<br>Registrant | Serial No./<br>Reg. No. | Appl. Date/<br>Reg. Date | Class(es) | Goods/Services                                                                                                                                                                                                                | Status     |
|-------------------------------------|--------------------------|-------------------------|--------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| LET YOUR SWEET<br>FLAG FLY          | Cumberland Packing Corp. | 85/660,669              | 6/25/12                  | 1, 30     | Artificial sweeteners; sugar substitutes                                                                                                                                                                                      | Pending    |
| MAKING HEALTHY<br>HAPPEN            | Cumberland Packing Corp. | 3,908,492               | 1/18/11                  | 29        | Oil based non-stick cooking sprays; blend of concentrated butter and vegetable oil in liquid form; food sprays and pan releases; namely, butter flavored vegetable oil sprays; butter flavoring dispensed from an aerosol can | Registered |
|                                     |                          |                         |                          | 30        | Food additives for non-nutritional purposes for use as food flavorings and sauce bases; instant powdered cheese sauces used as toppings, as dips and as soup bases                                                            |            |
| MAPLE IN THE RAW                    | Cumberland Packing Corp. | 77/958,983              | 3/15/10                  | 30        | Maple syrups                                                                                                                                                                                                                  | Pending    |
| MAPLE IN THE RAW                    | Cumberland Packing Corp. | 85/336,556              | 6/2/11                   | 30        | Sugar; maple sugar                                                                                                                                                                                                            | Published  |
| MONK FRUIT IN<br>THE RAW            | Cumberland Packing Corp. | 85/620,522              | 5/9/12                   | 30        | Natural sweeteners; sugar substitutes; all goods incorporating monk fruit                                                                                                                                                     | Pending    |
| MONK FRUIT IN<br>THE RAW and Design | Cumberland Packing Corp. | 85/699,451              | 8/9/12                   | 30        | Natural sweeteners; sugar substitutes; all goods incorporating monk fruit                                                                                                                                                     | Pending    |
| MUSIC IN THE RAW                    | Cumberland Packing Corp. | 85/575,896              | 3/21/12                  | 41        | Entertainment services, namely, promoting, organizing and sponsoring live entertainment events for others and merchandise related thereto                                                                                     | Pending    |
| NU-SALT                             | Cumberland Packing Corp. | 872,262                 | 7/1/69                   | 5         | Sodium free salt substitute                                                                                                                                                                                                   | Registered |
| OLIVE OIL BUDDS                     | Cumberland Packing Corp. | 3,696,594               | 10/13/09                 | 30        | Food additive for non-nutritional purposes containing olive oil for use as a food flavoring or an ingredient for other food products                                                                                          | Registered |
| SAVOR THE<br>FLAVOR                 | Cumberland Packing Corp. | 1,876,627               | 1/31/95                  | 16        | Recipe booklets and books                                                                                                                                                                                                     | Registered |
| SEA SALT IN THE<br>RAW              | Cumberland Packing Corp. | 77/647,437              | 1/12/09                  | 30        | Salt                                                                                                                                                                                                                          | Pending    |
| SPOON-FOR-SPOON                     | Cumberland Packing Corp. | 1,391,236               | 4/29/86                  | 1         | Low calorie sweetener                                                                                                                                                                                                         | Registered |
| SPOON FOR SPOON<br>and Design       | Cumberland Packing Corp. | 2,673,022               | 1/7/03                   | 1         | Artificial sweeteners, namely, sugar substitutes                                                                                                                                                                              | Registered |
|                                     |                          |                         |                          | 30        | Sugar substitutes                                                                                                                                                                                                             |            |
| STEVIA IN THE<br>RAW and Design     | Cumberland Packing Corp. | 4,222,991               | 10/9/12                  | 30        | Natural sweeteners and sugar substitutes                                                                                                                                                                                      | Registered |

TRADEMARK

REEL: 004940 FRAME: 0078

| Trademark/<br>Service Mark             | Applicant/<br>Registrant | Serial No./<br>Reg. No. | Appl. Date/<br>Reg. Date | Class(es) | Goods/Services                                                         | Status     |
|----------------------------------------|--------------------------|-------------------------|--------------------------|-----------|------------------------------------------------------------------------|------------|
| STEVIA IN THE RAW                      | Cumberland Packing Corp. | 3,686,749               | 9/22/09                  | 30        | Natural sweeteners                                                     | Registered |
| STEVIA EXTRACT IN THE RAW              | Cumberland Packing Corp. | 3,694,681               | 10/13/09                 | 30        | Natural sweeteners                                                     | Registered |
| STEVIA EXTRACT IN THE RAW and Design   | Cumberland Packing Corp. | 3,697,559               | 10/20/09                 | 30        | Natural sweeteners                                                     | Registered |
| SUGAR IN THE RAW                       | Cumberland Packing Corp. | 3,686,803               | 9/22/09                  | 25        | Clothing, namely, shirts, polo shirts, golf shirts, tee shirts, aprons | Registered |
| SUGAR IN THE RAW                       | Cumberland Packing Corp. | 937,695                 | 7/11/72                  | 30        | Sugar                                                                  | Registered |
| SUGAR IN THE RAW (Stylized)            | Cumberland Packing Corp. | 4,117,522               | 3/27/12                  | 30        | Liquid sugar; liquid turbinado sugar                                   | Registered |
| SUGAR IN THE RAW (Stylized)            | Cumberland Packing Corp. | 2,121,724               | 12/16/97                 | 30        | Turbinado sugar                                                        | Registered |
| SUGAR IN THE RAW (Stylized)            | Cumberland Packing Corp. | 2,647,108               | 11/5/02                  | 25        | Clothing, namely, shirts, t-shirts, polo shirts, golf shirts, aprons   | Registered |
| SUGAR IN THE RAW (Trade Dress-packets) | Cumberland Packing Corp. | 3,253,208               | 6/19/07                  | 30        | Sugar and turbinado sugar                                              | Registered |
| SUGAR IN THE RAW (Trade Dress-bulk)    | Cumberland Packing Corp. | 3,253,209               | 6/19/07                  | 30        | Sugar and turbinado sugar                                              | Registered |
| SUGAR IN THE RAW NATURAL WHITE         | Cumberland Packing Corp. | 85/501,924              | 12/22/11                 | 30        | Sugar                                                                  | Pending    |
| SWEET MAGIC                            | Cumberland Packing Corp. | 906,884                 | 1/26/71                  | 1         | Sugar substitute                                                       | Registered |
| SWEET MAGIC and Design                 | Cumberland Packing Corp. | 935,021                 | 5/30/72                  | 1         | Sugar substitute                                                       | Registered |
| SWEET'N LOW                            | Cumberland Packing Corp. | 85/131,986              | 9/17/10                  | 25        | Footwear                                                               | Pending    |
| SWEET'N LOW                            | Cumberland Packing Corp. | 896,101                 | 8/4/70                   | 1         | Low calorie sugar substitute                                           | Registered |
| SWEET'N LOW and pink packet            | Cumberland Packing Corp. | 1,114,753               | 3/13/79                  | 1         | Low calorie sugar substitute                                           | Registered |
| SWEET'N LOW                            | Cumberland Packing Corp. | 1,659,822               | 10/8/91                  | 25        | Clothing; namely t-shirts and sweat shirts                             | Registered |
| SWEET'N LOW                            | Cumberland Packing Corp. | 955,304                 | 3/13/73                  | 30        | Pre-sweetened instant tea mix                                          | Registered |
| SWEET'N LOW                            | Cumberland Packing Corp. | 1,126,434               | 10/30/79                 | 30        | Cake mixes, pancake mixes, frosting mixes                              | Registered |
| SWEET'N LOW                            | Cumberland Packing Corp. | 1,826,531               | 3/15/94                  | 30        | Candies                                                                | Registered |
| SWEET'N LOW                            | Cumberland Packing Corp. | 1,155,026               | 5/19/81                  | 32        | Low calorie fruit flavored drink mixes                                 | Registered |
| SWEET'N LOW and Design (rectangular)   | Cumberland Packing Corp. | 896,102                 | 8/4/70                   | 1         | Low calorie sugar substitute                                           | Registered |

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| Trademark/<br>Service Mark                 | Applicant/<br>Registrant | Serial No./<br>Reg. No. | Appl. Date/<br>Reg. Date | Class(es) | Goods/Services                                                                                                                                                                                                                                                                                                                                            | Status     |
|--------------------------------------------|--------------------------|-------------------------|--------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| SWEET'N LOW and Design (wavy)              | Cumberland Packing Corp. | 2,045,948               | 3/18/97                  | 1         | Artificial sweetener, namely, a granulated sugar substitute                                                                                                                                                                                                                                                                                               | Registered |
| SWEET'N LOW and Design (wavy)              | Cumberland Packing Corp. | 2,173,851               | 7/14/98                  | 30        | Bakery products                                                                                                                                                                                                                                                                                                                                           | Registered |
| SWEET'N LOW and Design (wavy)              | Cumberland Packing Corp. | 1,933,102               | 11/7/95                  | 30        | Candies                                                                                                                                                                                                                                                                                                                                                   | Registered |
| SWEET'N LOW and Design (wavy)              | Cumberland Packing Corp. | 2,358,588               | 6/13/00                  | 30        | Flavored syrups, table syrups, topping syrups                                                                                                                                                                                                                                                                                                             | Registered |
| SWEET'N LOW and Design (wavy)              | Cumberland Packing Corp. | 2,465,527               | 7/3/01                   | 30        | Cookies and wafers                                                                                                                                                                                                                                                                                                                                        | Registered |
| SWEET'N LOW and Design (wavy)              | Cumberland Packing Corp. | 2,660,688               | 12/10/02                 | 25        | Clothing, namely, shirts, t-shirts, polo shirts, golf shirts, night shirts, sweat shirts, sweat pants, shorts, boxer shorts, sweat shorts, hats, caps, visors, sun visors, headwear, head bands, wrist bands, sweat bands, jogging suits, jackets, wind resistant jackets, pullovers, socks, sweat socks, aprons, blouses, dresses, underwear and pajamas | Registered |
| SWEET'N LOW and Design (wavy)              | Cumberland Packing Corp. | 2,547,375               | 3/12/02                  | 30        | Sugar substitutes                                                                                                                                                                                                                                                                                                                                         | Registered |
| SWEET'N LOW and Design and pink packet     | Cumberland Packing Corp. | 1,114,752               | 3/13/79                  | 1         | Low calorie sugar substitute                                                                                                                                                                                                                                                                                                                              | Registered |
| SWEET'N LOW BRAND and Design (Trade Dress) | Cumberland Packing Corp. | 3,317,421               | 10/23/07                 | 1<br>30   | Artificial sweeteners<br>Sugar substitutes                                                                                                                                                                                                                                                                                                                | Registered |
| SWEET'N LOW BRANDS GENERAL STORE           | Cumberland Packing Corp. | 3,845,734               | 9/7/10                   | 35        | On-line retail store services featuring clothing, novelty items, toys, tableware, mugs, travel mugs and other drinkware, sugar substitutes, sweeteners, nutritional supplements, candy, syrups, salt substitutes, butter flavored food additives, condiments and other food products, kitchen accessories, cook books and recipes, bags and cases         | Registered |
| SWEET'N NATURAL and Design                 | Cumberland Packing Corp. | 3,839,407               | 8/24/10                  | 30        | Natural sweeteners and sugar substitutes                                                                                                                                                                                                                                                                                                                  | Registered |
| SWEET'N SLENDER and Design                 | Cumberland Packing Corp. | 78/908,151              | 6/14/06                  | 1<br>30   | Sweeteners<br>Sweeteners and sugar substitutes                                                                                                                                                                                                                                                                                                            | Pending    |

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| Trademark/<br>Service Mark | Applicant/<br>Registrant | Serial No./<br>Reg. No. | Appl. Date/<br>Reg. Date | Class(es) | Goods/Services                                               | Status     |
|----------------------------|--------------------------|-------------------------|--------------------------|-----------|--------------------------------------------------------------|------------|
| SWEET 'N<br>STRAIGHT       | Cumberland Packing Corp. | 4,168,598               | 7/3/12                   | 25        | Clothing, namely, pants, crop pants, crop jeans<br>and jeans | Registered |
| THE SWEETER,<br>THE BETTER | Cumberland Packing Corp. | 4247443                 | 11/20/12                 | 1         | Artificial sweeteners                                        | Registered |
| THINK PINK                 | Cumberland Packing Corp. | 3,002,962               | 9/27/05                  | 30        | Sugar substitutes                                            | Registered |

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RECORDED: 01/10/2013