

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Trademark Collateral Agreement	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GFA Brands, Inc.		07/09/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Citibank, N.A., as Administrative Agent		
Street Address:	390 Greenwich Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	national association: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85896166	GLUTINO	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	ipdocket@lw.com		
Correspondent Name:	Latham & Watkins LLP		
Address Line 1:	650 Town Center Drive, Suite 2000		
Address Line 4:	Costa Mesa, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	049133-0060		
NAME OF SUBMITTER:	Rhonda DeLeon		
Signature:	/Rhonda DeLeon/		
Date:	07/11/2013		

OP \$40.00 85896166

Total Attachments: 6

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TRADEMARK COLLATERAL AGREEMENT

This Trademark Collateral Agreement, dated as of the 9th day of July, 2013 (this "*Trademark Collateral Agreement*"), is made by GFA Brands, Inc., a Delaware corporation ("*GFA*") with its principal place of business and mailing address at 115 West Century Road, Suite 260, Paramus, New Jersey, and Udi's Healthy Foods, LLC, a Colorado limited liability company (together with GFA, each a "*Debtor*" and, collectively, the "*Debtors*") with its principal place of business and mailing address at 12000 E. 47th Avenue, Suite 400, Denver, CO 80239, in favor of Citibank, N.A., ("*Citi*"), with its mailing address at 390 Greenwich Street, New York, New York 10013, in its capacity as administrative agent for the Secured Creditors as defined in the Security Agreement referred to below, and its successors and assigns (Citi acting as such administrative agent and any successor(s) or assign(s) to Citi acting in such capacity being hereinafter referred to as the "*Agent*").

WHEREAS, Debtors, certain affiliates of Debtors, and the Agent entered into a Credit Agreement bearing even date herewith (as may be amended, modified or restated from time to time, the "*Credit Agreement*"), pursuant to which Debtor is required to execute and deliver this Trademark Collateral Agreement; and

WHEREAS, Debtors and certain affiliates of Debtors entered into a Security Agreement Re: Intellectual Property bearing even date herewith (as may be amended, modified or restated from time to time, the "*Security Agreement*") in favor of the Agent, pursuant to which Debtor granted a security interest to the Agent in certain trademarks, trademark registrations and trademark applications;

NOW, THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, for the ratable benefit of the Secured Creditors, each Debtor hereby grants to the Agent a lien on and security interest in, all of the right, title and interest of each Debtor in and to the following property as collateral security for the Secured Obligations (as defined in the Security Agreement):

(i) Each trademark, trademark registration and trademark application listed on Schedule A hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration and trademark application; and

(ii) All proceeds of the foregoing, including without limitation damages or payments now or hereafter due and/or payable by reason of past, present or future infringement, dilution or other violation of any trademark, trademark registration or trademark application listed on Schedule A hereto or by reason of injury to the goodwill associated with any such trademark, trademark registration, or trademark application, in each case together with the right to sue or otherwise recover for any past, present or future infringement, dilution or other violation of any patent or patent application listed on Schedule A hereto, including the right to collect said damages.

Notwithstanding anything herein to the contrary, this Trademark Collateral Agreement shall not operate as a sale, transfer, conveyance or other assignment to Agent of any applications by any Debtor for a trademark based on an intent to use the same if and so long as such application is pending without a Statement of Use or Amendment to Allege Use having been filed and accepted (such pending applications which are based on intent to use being hereinafter referred to collectively as "*Intent-To-Use Applications*"), but rather, if and so long as any Debtor's Intent-To-Use Application is pending without a Statement of Use or Amendment to Allege Use having been filed and accepted, then this Trademark Collateral Agreement shall operate only to create a security interest for collateral purposes in favor of Agent on such Intent-To-Use Application as collateral security for the Secured Obligations. When a Statement of Use is filed and accepted by the Trademark Office, then that application shall cease to be partly exempted from this Agreement.

Each Debtor does hereby further acknowledge and affirm that the rights and remedies of Agent with respect to the security interest in the trademarks, trademark registrations, and trademark applications made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein.

This Trademark Collateral Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Collateral Agreement by signing and delivering one or more counterparts.

This Trademark Collateral Agreement and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

[signature pages follow]

IN WITNESS WHEREOF, each Debtor has caused this Trademark Collateral Agreement to be duly executed as of the date and year last above written.

GFA BRANDS, INC.

By: 

Name: Norman J. Matar
Title: Executive Vice President, General
Counsel and Secretary

UDI'S HEALTHY FOODS, LLC

By: 


Name: Norman J. Matar
Title: Vice President, General Counsel
and Secretary

[Signature Page to Trademark Collateral Agreement]

TRADEMARK
REEL: 005068 FRAME: 0420

Accepted and agreed to as of the date and year last above written.

CITIBANK, N.A., as Agent

By: 
Name: Kevin M. Johns
Title: Director & Vice President

[Signature Page to Trademark Collateral Agreement]

TRADEMARK
REEL: 005068 FRAME: 0421

**SCHEDULE A
TO TRADEMARK COLLATERAL AGREEMENT
U.S. FEDERAL TRADEMARK REGISTRATIONS**

Trademark	Registration No.	Registration Date	Owner
BESTLIFE	4,206,832	11-Sep-2012	GFA Brands, Inc.
BESTLIFE	3,455,597	24-Jun-2008	GFA Brands, Inc.
BESTLIFE	3,455,598	24-Jun-2008	GFA Brands, Inc.
BUTTERY BURST	2,941,879	19-Apr-2005	GFA Brands, Inc.
DEDICATED TO HEART HEALTH (design)	1,750,812	02-Feb-1993	GFA Brands, Inc.
EARTH BALANCE	2,237,867	06-Apr-1999	GFA Brands, Inc.
EARTH BALANCE	3,648,468	30-Jun-2009	GFA Brands, Inc.
EARTH BALANCE	3,708,400	10-Nov-2009	GFA Brands, Inc.
EARTH BALANCE	3,967,828	24-May-2011	GFA Brands, Inc.
EARTH BALANCE	4,029,021	20-Sep-2011	GFA Brands, Inc.
EARTH BALANCE	4,029,650	20-Sep-2011	GFA Brands, Inc.
EARTH BALANCE	4,112,473	13-Mar-2012	GFA Brands, Inc.
EARTH BALANCE	4,203,379	04-Sep-2012	GFA Brands, Inc.
GLUTINO	3,989,209	05-Jul-2011	GFA Brands, Inc.
GREAT TASTE & GOOD HEALTH TOGETHER AT LAST	3,881,694	23-Nov-2010	GFA Brands, Inc.
HEARTRIGHT	3,871,585	02-Nov-2010	GFA Brands, Inc.
HEARTRIGHT	4,128,992	17-Apr-2012	GFA Brands, Inc.
MINDFULMAYO	4,064,806	29-Nov-2011	GFA Brands, Inc.
NUCOA	44,779	25-Jul-1905	GFA Brands, Inc.
NUCOA	309,722	30-Jan-1934	GFA Brands, Inc.
SMART BALANCE	2,200,663	27-Oct-1998	GFA Brands, Inc.
SMART BALANCE	2,276,285	07-Sep-1999	GFA Brands, Inc.
SMART BALANCE	2,952,127	17-May-2005	GFA Brands, Inc.
SMART BALANCE	3,649,833	07-Jul-2009	GFA Brands, Inc.
SMART BALANCE	3,747,526	09-Feb-2010	GFA Brands, Inc.

Trademark	Registration No.	Registration Date	Owner
SMART BALANCE	3,865,917	19-Oct-2010	GFA Brands, Inc.
SMART BALANCE	3,878,157	16-Nov-2010	GFA Brands, Inc.
SMART BALANCE	3,958,463	10-May-2011	GFA Brands, Inc.
SMART BALANCE OMEGA	2,958,216	31-May-2005	GFA Brands, Inc.
SMART BALANCE OMEGA	3,868,803	26-Oct-2010	GFA Brands, Inc.
SMART BEAT	1,754,419	23-Feb-1993	GFA Brands, Inc.
SMART COW	2,302,961	21-Dec-1999	GFA Brands, Inc.
SMART MAYO	1,810,146	07-Dec-1993	GFA Brands, Inc.
SMART OIL	2,182,820	18-Aug-1998	GFA Brands, Inc.
SMART SLICES	1,933,384	07-Nov-1995	GFA Brands, Inc.
SMART SLICES	2,045,728	18-Mar-1997	GFA Brands, Inc.
SMART SPREAD	1,836,307	10-May-1994	GFA Brands, Inc.
SMART SQUEEZE	2,084,664	29-Jul-1997	GFA Brands, Inc.
SMARTER THAN BUTTER!	2,175,327	21-Jul-1998	GFA Brands, Inc.
SOY GARDEN	2,678,729	21-Jan-2003	GFA Brands, Inc.
THE GLUTEN-FREE PANTRY	2,995,271	13-Sep-2005	GFA Brands, Inc.
UDI'S	3,079,722	11-Apr-2006	Udi's Healthy Foods, LLC
UDI'S GLUTEN FREE	4,343,459	28-May-2013	Udi's Healthy Foods, LLC
UDI'S GLUTEN FREE Logo	4,343,458	28-May-2013	Udi's Healthy Foods, LLC
UDI'S (Wheat Design)	3,095,332	23-May-2006	Udi's Healthy Foods, LLC

U.S. FEDERAL TRADEMARK APPLICATIONS

Trademark	Application No.	Filing Date	Owner
GLUTINO	85/896,166	5-Apr-2013	GFA Brands, Inc.