

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 |
|--------------------|----------|----------------|-------------------------------------|
| Pirate Brands, LLC | | 07/08/2013 | LIMITED LIABILITY COMPANY: 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: 22

| Property Type | Number | Word Mark |
|----------------|----------|--|
| Serial Number: | 76681113 | GROOVY GRANOLA |
| Serial Number: | 85739650 | PIRATE BRANDS |
| Serial Number: | 74445802 | ORIGINAL POTATO FLYERS |
| Serial Number: | 85681678 | ORIGINAL TINGS CRUNCH ON |
| Serial Number: | 85631887 | · ORIGINAL TINGS · CRUNCH ON!! |
| Serial Number: | 85594923 | PIRATE BRANDS |
| Serial Number: | 74692554 | PIRATE'S BOOTY |
| Serial Number: | 85678670 | PIRATE'S BOOTY THAR BE GOOD SHIVER ME TI |
| Serial Number: | 77843436 | PIRATE'S BOOTY: GET HOOKED!! |
| Serial Number: | 76681105 | PIRATE'S SWAG |
| Serial Number: | 85631877 | POTATO FLYERS |
| Serial Number: | 85631839 | ·POTATO FLYERS· TAKE OFF!! |
| Serial Number: | 85678671 | · POTATO FLYERS · THE ORIGINAL |

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|----------------|----------|---------------------------|
| Serial Number: | 75076677 | POWER PUFFS |
| Serial Number: | 74567032 | ROBERT'S AMERICAN GOURMET |
| Serial Number: | 74354236 | SMART PUFFS |
| Serial Number: | 85631859 | · SMART PUFFS · GENIUS!! |
| Serial Number: | 85681671 | SMART PUFFS GENIUS!! |
| Serial Number: | 76456707 | TINGS |
| Serial Number: | 76681106 | TUBES |
| Serial Number: | 76681108 | VEGGIE TUBES |
| Serial Number: | 76649269 | ZEN POPCORN |

CORRESPONDENCE DATA

Fax Number: 3128278185
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 312-807-4350
Email: chicago.trademarks@klgates.com, sana.hakim@klgates.com
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: | 3709483-00020 |
| NAME OF SUBMITTER: | Sana Hakim |
| Signature: | /sh/ |
| Date: | 08/09/2013 |

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, PIRATE BRANDS, LLC, a Delaware limited liability company, having its principal office and place of business at Four Gatehall Drive, Suite 110, Parsippany, New Jersey 07054 U.S.A. ("Assignor") owns the marks, applications and registrations (the "Marks") listed in the attached Schedule; and

WHEREAS, B&G FOODS NORTH AMERICA, INC., a Delaware corporation, having its principal office and place of business at Four Gatehall Drive, Suite 110, Parsippany, New Jersey 07054 U.S.A. ("Assignee"), desires to acquire the Marks and is the successor to the ongoing and existing portion of the business of Assignor to which the Marks pertain; and

WHEREAS, Assignor desires to assign the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, including all common law rights, registrations and applications therefor, together with goodwill of the business connected with the use of the Marks 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.

WHEREAS THIS Assignment is effective July 8, 2013.

PIRATE BRANDS, LLC

By: Scott E. Lerner
Name: Scott E. Lerner
Title: Executive Vice President

STATE OF New Jersey)
) SS.
COUNTY OF Morris)

The foregoing instrument was acknowledged before me this 7th day of August, 2013 by Scott E. Lerner, Executive Vice President of Pirate Brands, LLC.

Beverly Fintzy
Notary Public
My commission expires 4/25/2017

BEVERLY FINTZY
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires April 25, 2017

Schedule

| Trademark Title/Mark | Registration No. | Application No. | Country |
|---|------------------|-----------------|---------------|
| GROOVY GRANOLA | 3,421,173 | 76/681,113 | United States |
| PIRATE BRANDS and Design | | 85/739,650 | United States |
| ORIGINAL POTATO FLYERS | 1,850,801 | 74/445,802 | United States |
| ORIGINAL TINGS CRUNCH ON and Design | | 85/681,678 | United States |
| ORIGINAL TINGS CRUNCH ON!! and Design | 4,295,011 | 85/631,887 | United States |
| PIRATE BRANDS | | 85/594,923 | United States |
| PIRATE'S BOOTY | 2,018,855 | 74/692,554 | United States |
| PIRATE'S BOOTY THAR BE GOOD SHIVER ME TIMBERS! and Design | | 85/678,670 | United States |
| PIRATE'S BOOTY: GET HOOKED!! and Design | 3,792,893 | 77/843,436 | United States |
| PIRATE'S SWAG | 3,421,172 | 76/681,105 | United States |
| POTATO FLYERS | 4,295,010 | 85/631,877 | United States |
| POTATO FLYERS TAKE OFF!! and Design | 4,295,008 | 85/631,839 | United States |
| POTATO FLYERS THE ORIGINAL and Design | | 85/678,671 | United States |
| POWER PUFFS | 2,077,154 | 75/076,677 | United States |
| ROBERT'S AMERICAN GOURMET and Design | 2,022,828 | 74/567,032 | United States |
| SMART PUFFS | 1,841,453 | 74/354,236 | United States |
| SMART PUFFS GENIUS!! and Design | 4,295,009 | 85/631,859 | United States |
| SMART PUFFS GENIUS!! and Design | | 85/681,671 | United States |
| TINGS | 2,810,015 | 76/456,707 | United States |
| TUBES | 3,420,814 | 76/681,106 | United States |
| VEGGIE TUBES | 3,420,815 | 76/681,108 | United States |
| ZEN POPCORN | 3,250,173 | 76/649,269 | United States |