

09-09-1998

FORM FFO-1594
08/31/92



RECEIVED
VER SHEET U.S. DEPARTMENT OF COMMERCE
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To the Honorable Commiss.

100824409

and the attached original documents or copy thereof.

1. Name of conveying party(ies):

George Mac Western Specialty, Inc.

MRID
9/4/98

- Individual(s)
- General Partnership
- Corporation-State of Utah
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?

Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 12, 1998

2. Name and address of receiving party(ies):

Name: Idaho Potato Commission

Internal Address:

Street Address: 599 West Bannock

City: Boise State: Idaho ZIP: 83701

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Idaho
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/185,408 FAMOUS 4 IDAHO POTATOES (AND DESIGN)

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Joan L. Long

Internal Address: Mayer, Brown & Platt

Street Address: P.O. Box 2828

City: Chicago State: IL ZIP: 60690-2828

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

13-0019

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Joan L. Long
Name of Person Signing

Signature

September 4, 1998
Date

Total number of pages comprising cover sheet: 4

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

09/09/1998 SSMITH 00000134 75185408

01 FC:481

40.00 OP

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington D.C. 20503.

(FORMS/EJC/B)

ASSIGNMENT

WHEREAS, GEORGE MAC WESTERN SPECIALTY, INC. (hereinafter referred to as "ASSIGNOR"), being a corporation duly organized and existing under the laws of the State of Utah and having a principal place of business at 3777 South 500 West, Salt Lake City, Utah 84115, has adopted, used, and is using, and is the owner of certain right, title, and interest in and to the trademark FAMOUS 4 IDAHO POTATOES & Design (hereinafter referred to as the "Mark"), which is approved for registration in the United States Patent and Trademark Office as a result of application serial No. 75/185,408, having a filing date of October 22, 1996 (hereinafter referred to as the "application "); and

WHEREAS, IDAHO POTATO COMMISSION (hereinafter referred to as "ASSIGNEE"), a self-governing agency of the State of Idaho duly organized and existing under the laws of the State of Idaho, having a principal business address at 599 West Bannock, Boise, Idaho 83701, is desirous of acquiring all right, title, and interest in and to the Mark held by ASSIGNOR, and the above-identified application;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title, and interest which it may hold in and to the Mark and in the above-identified application, and any registration issuing therefor, together with the goodwill of the business symbolized by and associated with the Mark.


The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the

owner of the entire interest of said Mark, for the sole use and behoof of the said ASSIGNEE, its successors, assigns and legal representatives.

The parties hereto have agreed that ASSIGNEE shall grant to ASSIGNOR a royalty-free perpetual license in the Mark, the application and any registration granted therefor in exchange for the present Assignment. Accordingly, the aforementioned license is a condition of this Assignment, and this Assignment shall therefore irrevocably expire in fifteen (15) days from the execution date of this Assignment set forth below if said license is not made within said fifteen (15) days.

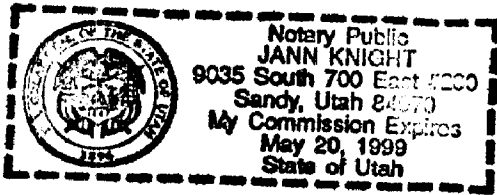
This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

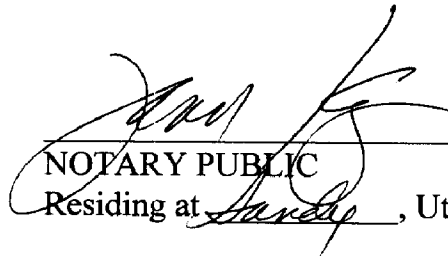
GEORGE MAC WESTERN SPECIALTY, INC.


By: Charles D. Thomas
Title: President

STATE OF UTAH)
) ss
COUNTY OF SALT LAKE)

On this 12th day of February, 1998, before me personally appeared Charles D. Thomas, known to me to be the person described and who signed the foregoing Assignment in my presence, and acknowledge under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed, on behalf of the identified corporation with authority to do so, for the purposes set forth therein.




NOTARY PUBLIC
Residing at Sandy, Utah

My Commission Expires:

5-20-99