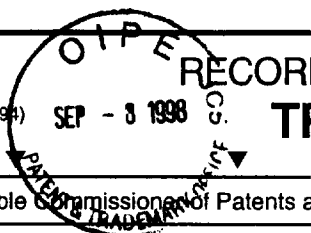


09-16-1998

ET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office



100828847

To the Honorable Commissioner of Patents and Trademarks. Please return the attached original documents or copy thereof.

1. Name of conveying party(ies):

National Seed Company

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

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: J.R. Simplot Company

Internal Address: \_\_\_\_\_

Street Address: One Capital Center  
999 Main Street, Suite 1300

City: Boise State: ID ZIP: 83707

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Nevada
- 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

3. Nature of conveyance:

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

Execution Date: July 13, 1998

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

A. Trademark Application No.(s)

75/314,649

B. Trademark Registration No.(s)

1,883,816 and 1,364,794

Additional numbers attached?  Yes  No

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

Aaron B. Retzer

Name: Epstein, Edell & Retzer

Internal Address: \_\_\_\_\_

Street Address: 1901 Research Blvd., Suite 400

City: Rockville State: MD ZIP: 20850

6. Total number of applications and registrations involved: \_\_\_\_\_

3

7. Total fee (37 CFR 3.41).....\$ 90.00

Enclosed Check No. 1968

Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

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

09/14/1998 DNGUYEN 00000049 1883816

DO NOT USE THIS SPACE

01 FC:481

40.00 DP

02 FC:482

50.00 DP

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.

Aaron B. Retzer

Name of Person Signing

Signature

9/3/98

Date

Total number of pages including cover sheet, attachments, and document: \_\_\_\_\_

4





ORIGINAL

ASSIGNMENT OF APPLICATION FOR REGISTRATION OF TRADEMARK

1. National Seed Company, an Illinois corporation, having its principal place of business in Downer's Grove, Illinois, has adopted, used and is using a mark which it has filed application for in the United States Patent and Trademark Office for registration of the trade name FIELD OF DREAMS (and Design) filed on June 25, 1997, under Serial No. 75-314,649.

2. J. R. Simplot Company of One Capital Center, 999 Main Street, Suite 1300, Boise, Idaho 83707, desires to acquire such mark and the registration thereof.

In consideration of the foregoing, and for other good and valuable consideration, receipt of which is hereby acknowledged, National Seed Company does hereby assign to J. R. Simplot Company all right, title and interest in and to the mark described herein, together with the good will of business symbolized by such mark, in the above identified application for registration of such mark.

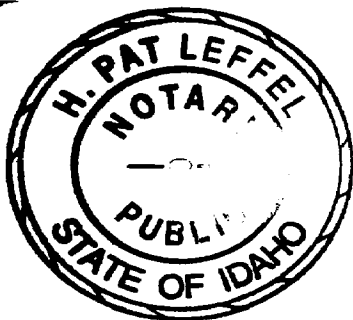
NATIONAL SEED COMPANY

By [Signature] Duane A. Jacklin, Vice President

State of Idaho ) ) ss. County of Kootenai )

On this 13th day of July, 1998, before me, a Notary Public in and for said state, personally appeared Duane A. Jacklin known or identified to me to be the Vice President of National Seed Company, the corporation that executed this instrument, or the person who executed the instrument on behalf of said corporation and acknowledged to me that such corporation executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed by official seal the day and year in this certificate first above written.



[Signature] Notary Public in and for the State of Idaho, residing at [Signature] Appointment expires: 9-26-03

7871z