

MRD

02-12-1999

FORM PTO-1594 (Rev. 6-93) 2.10.99 OMB No. 0651-0011 (exp. 4/94)

RECORD TRADEMARK OFFICE FEB 10 1999



U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

Tab settings

100965150

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

1. Name of conveying party(ies):

J.R. Simplot Company

- Individual(s), General Partnership, Corporation-State, 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 5, 1999

2. Name and address of receiving party(ies)

Name: Simplot Dairy Products, Inc.

Internal Address:

Street Address: P.O. Box 27

City: Boise State: ID ZIP: 83707

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State 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 patent number(s):

A. Trademark Application No.(s)

75/579,066

B. Trademark Registration No.(s)

1,729,628

Additional numbers attached? Yes No

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

Epstein, Edell & Retzer

Name: Aaron B. Retzer

Internal Address:

Street Address: 1901 Research Blvd., Suite 400

City: Rockville State: MD ZIP: 20850

2/11/1999 DNGUYEN 00000229 1729628

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 3.41): \$ 65.00

Enclosed Check No. 2438

Authorized to be charged to deposit account

8. Deposit account number:

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

FC:481 40.00 OP FC:482 25.00 OP

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.

Aaron B. Retzer

Name of Person Signing

Signature

Signature

2/10/99

Date

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

3

**MEMORANDUM OF ASSIGNMENT**

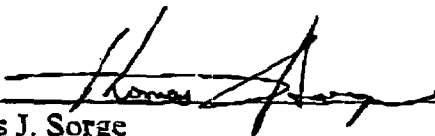
WHEREAS, J.R. Simplot Company (hereinafter "J.R. Simplot"), a corporation organized under the laws of the State of Nevada and located at P.O. Box 27, Boise, Idaho 83707, has adopted, used and is using the mark, SALMON VALLEY, in interstate commerce and is the owner of the application which was filed in the U.S. Patent and Trademark Office on October 28, 1998, which application has been given Serial No. 75/579,066, and has acquired goodwill in connection with such use; and

WHEREAS, Simplot Dairy Products, Inc. (hereinafter "Simplot Dairy Products"), a corporation organized under the laws of the State of Idaho and located at P.O. Box 27, Boise, Idaho 83707, acquired all rights, title, goodwill and interest in and to the trademark.

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$10.00) and other good and valuable consideration, receipt of which has been acknowledged, said J.R. Simplot hereby assigned unto said Simplot Dairy Products all rights, title and interest in and to the trademark together with the goodwill of the business symbolized by the trademark.

**J.R. SIMPLOT COMPANY**

2/5/99  
Date

  
\_\_\_\_\_  
Thomas J. Sorge  
Treasurer

**MEMORANDUM OF ASSIGNMENT**

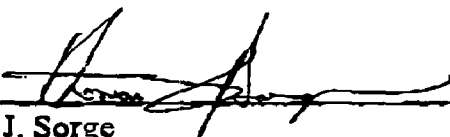
WHEREAS, J.R. Simplot Company (hereinafter "J.R. Simplot"), a corporation organized under the laws of the State of Nevada and located at P.O. Box 27, Boise, Idaho 83707, had adopted and used the mark, WASHINGTON CHEESE, which registered on the Principal Register on November 3, 1992, and was assigned Registration No. 1,729,628, and had acquired goodwill in connection with such use; and

WHEREAS, Simplot Dairy Products, Inc. (hereinafter "Simplot Dairy Products"), a corporation organized under the laws of the State of Idaho and located at P.O. Box 27, Boise, Idaho 83707, acquired all rights, title, goodwill and interest in and to the trademark.

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$10.00) and other good and valuable consideration, receipt of which has been acknowledged, said J.R. Simplot hereby assigned unto said Simplot Dairy Products all rights, title and interest in and to the trademark together with the goodwill of the business symbolized by the trademark.

**J.R. SIMPLOT COMPANY**

2/5/99  
Date

  
\_\_\_\_\_  
Thomas J. Sorge  
Treasurer