



04-24-2000

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Docket No.: 0109709-001

03-27-2000



Tat U.S. Patent & TMO TM Mail RcptDt. #61

To the honorable Commissioner of Patents

101330723

Attached original documents or copy thereof.

1. Name of conveying party(ies): **miw 3.27.00**
Roseland Distribution Company
426 Eagle Rock Avenue
c/o B&G Foods, Inc.
Roseland, New Jersey 07068

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

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):
 Name: **M. Polaner, Inc.**
 Internal Address: _____
 Street Address: **1655 Littleton Road**
 City: **Parsippany** State: **NJ** ZIP: **07054**

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State: **Delaware**
 Other

If assignee is not domiciled in the United States, a domestic designation is Yes N
 (Designations must be a separate document from Additional name(s) & address(es) Yes N

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: **December 2, 1999**

4. Application number(s) or registration numbers(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)

| | | |
|-----------|-----------|-----------|
| 1,832,827 | 1,751,430 | 987,993 |
| 1,497,875 | 1,961,765 | 1,650,259 |
| 596,870 | 1,545,485 | 1,123,759 |

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: **Sana Hakim, Esq.**
 Internal Address: **Bell, Boyd & Lloyd LLC**
 Street Address: **P.O. Box 1135**
 City: **Chicago** State: **IL** ZIP: **60690**

6. Total number of applications and registrations involved: **9**

7. Total fee (37 CFR 3.41): \$ **240.00**
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

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DO NOT USE THIS SPACE

01 FC:481 40.00 DP
02 FC:482 200.00 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.

Sana Hakim, Esq. *Sana Hakim* **March 27, 2000**
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and TRADEMARK

ASSIGNMENT OF TRADEMARKS

WHEREAS, ROSELAND DISTRIBUTION COMPANY, a Delaware corporation, having its principal offices at 426 Eagle Rock Avenue, c/o B&G Foods, Inc., Roseland, New Jersey 07068, has adopted, used, is using and is the owner of trademarks which are now registered in the United States Patent and Trademark Office listed in the attached Schedule A.

WHEREAS, M. POLANER, INC., a Delaware corporation, having its principal offices at 1655 Littleton Road, Parsippany, New Jersey 07054, is desirous of acquiring said trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ROSELAND DISTRIBUTION COMPANY, hereby assigns to M. POLANER, INC. all right, title and interest in and to said trademarks as identified in Schedule A, together with all common law rights and goodwill of the business symbolized by said trademarks, all causes of action for damages by reason of past, present or future infringement thereof, and all income, royalties or payments due as of the date hereof or hereafter.

SCHEDULE 1

REGISTRATIONS

| <u>Mark</u> | <u>Registration No.</u> | <u>Registration Date</u> |
|---|-------------------------|--------------------------|
| ALL FRUIT | 1,832,827 | April 26, 1994 |
| DON'T DARE CALL IT JELLY! (AND DESIGN) | 1,751,430 | February 9, 1993 |
| JAM LOVER'S (AND DESIGN) | 987,993 | July 9, 1974 |
| MAX AMS | 1,497,875 | July 26, 1988 |
| POLANER | 1,961,765 | March 12, 1996 |
| POLANER | 1,650,259 | July 9, 1991 |
| POLANER | 596,870 | October 12, 1954 |
| POLANER FANCY FRUIT | 1,545,485 | June 27, 1989 |
| WHITE CAP | 1,123,759 | August 7, 1979 |