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08-02-2001

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Tab settings



To the Honorable Commissioner of Patent:

Send original documents or copy thereof.

101795867

1. Name of conveying party(ies):

IDF Holdings, Inc.

*Mrs
7/33/01*

7-2301

- Individual(s)
- General Partnership
- Corporation-State Delaware
- 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: May 2, 2001

Name and address of receiving party(ies):

Name: Trademark Management Company

Internal Address: Suite 604

Street Address: 877 W. Main Street

City: Boise State: Idaho ZIP: 83702

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

75/811,701
75/831,368

B. Trademark registration No.(s)

2,244,259 2,375,305
2,245,462 2,375,306
2,240,277

Additional numbers attached? Yes No

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

Name: Dean Bierkan

Internal Address: H. J. Heinz Company
Law Department

Street Address: 1062 Progress Street

City: Pittsburgh State: PA ZIP: 15212

6. Total number of applications and registrations involved:

7

7. Total fee (37 CFR 3.41):..... \$ 190.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 08-1631

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

08/02/2001 LNWELLER 00000033 061631 7581701

DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 FC:482 150.00 CH

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.

Dean Bierkan

Name of Person Signing

Dean Bierkan

Signature

July 20, 2001

Date

Total number of Applications and Registrations covered by this cover sheet:

1

ASSIGNMENT

WHEREAS, IDF Holdings, Inc., a Delaware corporation, with offices located at 189 Spence Lane, Nashville, TN 37210, is the owner of certain trademark registrations, a list of which is attached hereto as Schedule A, as well as other unregistered common law trademarks, trade dress and label designs; and

WHEREAS, Trademark Management Company, a Delaware corporation located 877 W. Main Street, Suite 604, Boise, Idaho, 83702, is desirous of acquiring all right, title and interest in and to the registered trademarks, unregistered common law trademarks, trade dress and label designs including the goodwill of the trademarks connected with the use thereof and symbolized thereby;

NOW THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, IDF Holdings, Inc. does hereby assign unto Trademark Management Company all right, title and interest in and to the registered trademarks set forth in Schedule A and to the unregistered common law trademarks, trade dress and label designs utilized with the registered trademarks together with any goodwill of the trademarks symbolized thereby.

IDF Holdings, Inc. agrees to execute any and all additional documents that may be necessary from time to time to perfect and record title to the trademarks in Trademark Management Company and to carry out the intent of this Assignment.

IDF Holdings, Inc.

By: *Kimberly A. Ruppert*

Subscribed and sworn to before me this *2nd* day of *May*, 2001.

Ann C. Lovell

Notary Public

Notarial Seal
Ann C. Lovell, Notary Public
Pittsburgh, Allegheny County
My Commission Expires Aug. 31, 2002
Member, Pennsylvania Association of Notaries

IDF HOLDINGS, INC.

Existing Registrations and Pending Actual Use Applications

Trademark Report by Mark
Country: US
Status: ACTIVE

Printed: 04/20/2001

Page 1

| COUNTRY | REFERENCE# | FILED | APPL# | REGDT | REG# | STATUS | CLASSES |
|--|------------|------------|------------|------------|-----------|------------------------|---------|
| DIVERSE FOODS FOR A DIVERSE WORLD | | | | | | | |
| UNITED STATES | T03421US0 | 07/21/1997 | 75/327,718 | 05/11/1999 | 2,244,259 | REGISTERED | 40 |
| ID FOODS | | | | | | | |
| UNITED STATES | T03423US0 | 09/29/1999 | 75/811,701 | | | PENDING | 30 |
| INTERNATIONAL DIVERSEFOODS AND DESIGN | | | | | | | |
| UNITED STATES | T03420US0 | 07/21/1997 | 75/327,720 | 05/18/1999 | 2,245,462 | REGISTERED | 30 |
| UNITED STATES | T03420US1 | 09/24/1999 | 75/807,785 | | | PENDING | 30 |
| SAN MERCED SALSA CHUNKY AND DESIGN | | | | | | | |
| UNITED STATES | T03422US0 | 07/21/1997 | 75/327,719 | 04/20/1999 | 2,240,277 | REGISTERED | 30 |
| SPENCE MARKET GOLD | | | | | | | |
| UNITED STATES | T03425US0 | 09/24/1999 | 75/807,520 | 08/08/2000 | 2,375,305 | REGISTERED | 30 |
| SPENCE MARKET PLATINUM | | | | | | | |
| UNITED STATES | T03424US0 | 09/24/1999 | 75/807,810 | 08/08/2000 | 2,375,306 | REGISTERED | 30 |
| END OF REPORT | | | | | | TOTAL ITEMS SELECTED = | 7 |

IDF HOLDINGS, INC.

Pending Intent-To-Use Application

Trademark Report by Mark
Country: US
Status: ACTIVE

Printed: 04/20/2001

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| COUNTRY | REFERENCE# | FILED | APPL# | REGDT | REG# | STATUS | CLASSES |
|-------------------|------------|------------|------------|--------------------------|------|---------|---------|
| BISTRO 189 | | | | | | | |
| UNITED STATES | T03427US0 | 10/25/1999 | 75/831,368 | | | PENDING | 30 |
| END OF REPORT | | | | TOTAL ITEMS SELECTED = 1 | | | |