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101795863

Attached original documents or copy thereof.

1. Name of conveying party(ies):

H. J. Heinz Company

7-24-01

- Individual(s)
- General Partnership
- Corporation-State Pennsylvania
- 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

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

Name: ProMark International, Inc.

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 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)

B. Trademark registration No.(s)

1,362,228  
1,418,498  
1,364,729

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:

3

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

- 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)

04/02/2001 LMUELLER 00000029 041631 1363228

DO NOT USE THIS SPACE

01 FC:481 40.00 CH  
02 FC:482 50.00 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

*Dean Bierkan*

July 20, 2001

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet:

1

**ASSIGNMENT**

WHEREAS, H. J. Heinz Company, a Pennsylvania corporation, with offices located at 1062 Progress Street, Pittsburgh, Pennsylvania 15212, 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, ProMark International, Inc., an Idaho 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, H. J. Heinz Company does hereby assign unto ProMark International, Inc. 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.

H. J. Heinz Company 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 ProMark International, Inc. and to carry out the intent of this Assignment.

H. J. Heinz Company

By: *Michael N. Bolly*

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

CORNUCOPIA, INC

Trademark Report by Mark  
Country: US  
Status: ACTIVE

Printed: 03/28/2001 Page 1

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
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**CALIFORNIA RANCHERS' BRAND CR**

UNITED STATES	T03434US0	03/15/1985	73/527,032	09/24/1985	1,362,228	REGISTERED	29,30
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**THE "SOUP'R" DRESSINGS PEOPLE**

UNITED STATES	T03432US0	12/23/1985	73/574,777	11/25/1986	1,418,498	REGISTERED	29,30,42
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**TODDS**

UNITED STATES	T03433US0	03/18/1985	73/527,550	10/08/1985	1,364,729	REGISTERED	29,30,42
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END OF REPORT

TOTAL ITEMS SELECTED = 3