

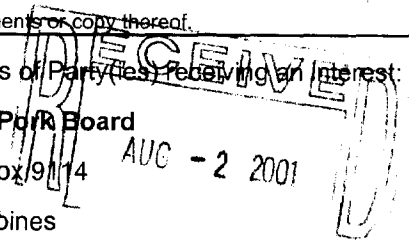
08-10-2001



101805920

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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



1. Name of Party(ies) conveying an interest:

National Pork Producers Council

8-2-01

2. Name and Address of Party(ies) receiving an interest:

Name: National Pork Board

Address: P.O. Box 9114

City: Des Moines

State: Iowa

Zip: 50306

Entity:

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

Entity:

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

3. Interest Conveyed:

- Assignment Change of Name
- Security Agreement Merger
- Other

Execution Date: July 18, 2001

If not domiciled in the United States, a domestic representative designation is attached:

- Yes
- No (The attached document must not be an assignment)

4. Application number(s) or registration number(s). Additional numbers attached? Yes No

A. Trademark Application No.(s):
75/659,343; 76/105,035; 76/105,034; 76/105,989;
76/130,123; 76/155,315; 76/155,316; and
76/231,751

B. Trademark Registration No.(s): 1,997,439; 2,009,023;
2,167,749; 2,167,750; 2,169,726; 2,318,357; 2,334,820;
2,337,676; 2,351,623; 2,366,080

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

Name: **HENDERSON & STURM LLP**

Address: Midland Building
206 Sixth Avenue - Suite 1213

City: Des Moines

State: IA Zip: 50309-4076

6. Number of applications and registrations involved: 18
eighteen

7. Amount of fee enclosed or authorized to be charged:
\$ 465

8. Deposit account number:

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

08/09/2001 TDIAZ1 00000039 75659343

DO NOT USE THIS SPACE

01 FF:481
02 FF:482

40.00 DP
425.00 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.

Michael O. Sturm
Name of Person Signing

Michael O. Sturm
Signature

July 30, 2001
Date

Total number of pages comprising cover sheet: 1

ASSIGNMENT

WHEREAS, National Pork Producers Council, an Iowa non-profit corporation, located and doing business at 1776 N.W. 114th Street, Clive, Iowa 50325, is the owner of the following marks:

<u>Ser./Reg. No.</u>	<u>Mark</u>	<u>Filing/Reg. Date</u>
1,997,439	TASTE WHAT'S NEXT	08-27-96
2,009,023	THE OTHER BURGER	10-15-96
2,167,749	PORK QUALITY ASSURANCE & DESIGN	06-23-98
2,167,750	PORK QUALITY ASSURANCE & DESIGN	06-23-98
2,169,726	PORK QUALITY ASSURANCE & DESIGN	06-30-98
75/659,343	PORK QUALITY ASSURANCE	03-12-99
2,318,357	ON-FARM ODOR/ENVIRONMENTAL ASSISTANCE AND DESIGN	02-15-00
2,334,820	COLOR FLAGGED PIG DESIGN	03-28-00
2,337,676	BLACK & WHITE FLAGGED PIG DESIGN	04-04-00
2,351,623	ENVIRONMENTAL ASSURANCE PROGRAM AND DESIGN	05-23-00
2,366,080	MISCELLANEOUS DESIGN	07-11-00
76/105,035	CATEGORY SOLUTIONS FOR TODAY'S CONSUMERS	08-08-00

76/105,034	INTEGRATED MEATCASE PROGRAM	08-08-00
76/105,989	THE OTHER TAILGATE PARTY	08-08-00
76/130,123	PORK CHECKOFF AT WORK & DESIGN	09-15-00
76/155,315	WHERE THERE'S PORK THERE'S FIRE & DESIGN	10-27-00
76/155,316	WHERE THERE'S PORK THERE'S FIRE	10-27-00
76/231,751	ON-FARM ASSESSMENT AND ENVIRONMENTAL REVIEW & DESIGN	03-28-01

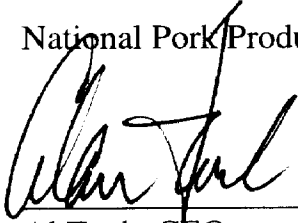
WHEREAS, National Pork Board, a corporation of the State of Iowa, having a mailing address of P.O. Box 9114, Des Moines, Iowa 50306, is desirous of acquiring the entire right, title and interest in and to the said mark and registration;

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the said National Pork Producers Council does hereby sell, assign, transfer and set over unto the said National Pork Board, its legal representatives, successors and assigns, the entire right, title and interest in and to said marks, and the good will of the business associated with the said marks, which business to which the said marks pertains is ongoing and existing, as set forth in the above-mentioned registrations/applications, the same to be held and enjoyed by the said National Pork Board for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by National Pork Producers Council if this Assignment and sale had not

been made, together with all claims for damages by reason of past infringement of said marks with the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

The assignments of the marks "On-Farm Odor/Environmental Assistance and Design" and "Environmental Assurance Program and Design" are subject to the license previously granted by the National Pork Board to NPPC on 11-9-00 which license has been sub-licensed to Environmental Management Solutions (EMS).

9/18/01
Date: _____

National Pork Producers Council


Al Tank, CEO
National Pork Producers Council