

12-06-2001



101908333

COVER SHEET ONLY

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

To the Honorable Commissioner

Please return the attached original documents or copy thereof.

1. Name of conveying party(ies): Anchor Food Products, Inc. [checkboxes for Individual(s), Association, General Partnership, Limited Partnership, Corporation-State Wisconsin, Other] Additional name(s) of conveying party(ies) attached? [checkboxes for Yes, No]

2. Name and address of receiving party(ies): Name: Trademark Management Company Internal Address: Suite 604 Street Address: 877 W. Main Street City: Boise State: ID ZIP: 83702 [checkboxes for 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: [checkboxes for Yes, No] (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [checkboxes for Yes, No]

3. Nature of conveyance: [checkboxes for Assignment, Security Agreement, Other, Merger, Change of Name] Execution Date: September 24, 2001

4. Application number(s) or patent number(s): A. Trademark Application No.(s) See Schedule A attached 75430375

B. Trademark Registration No.(s) See Schedule A attached Additional numbers attached? [checkboxes for Yes, No]

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Lori K. Tylnski, Esq. Internal Address: H. J. Heinz Company Street Address: 1062 Progress Street City: Pittsburgh State: PA ZIP: 15212 12/06/2001 DBYRNE 00000124 081631 75430375

6. Total number of applications and registrations involved: 19 7. Total fee (37 CFR 3.41).....\$ 490.00 [checkboxes for 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)

DO NOT USE THIS SPACE

01 FC:481 40.00 CH 02 FC:482 450.00 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. Nancy A. Linkes, Paralegal [Signature] 12/04/2001 [Date] Name of Person Signing Signature Date

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

# US Trademark Assignment

## SCHEDULE A

<u>MARK</u>	SERIAL NO/ DATE FILED	REGISTRATION NO./DATE ISSUED	STATUS	COUNTRY
ANCHOR CRISP	75/430,375 2/6/98	2,296,837 11/30/99	REGISTERED	USA
ANCHOR CUSTOMIZER	75/656,015 3/8/99	2,483,086 8/28/01	REGISTERED	USA
ANCHOR (Design)	73/535,944 5/6/85	1,419,350 12/2/86	REGISTERED	USA
ANCHOR DIPS & TIPS - Design	76/193,452 1/11/01		PENDING	USA
BERRIES INFERNO	75/292,797 5/15/97	2,189,995 9/15/98	REGISTERED	USA
BUFFALO BUSTERS	75/574,914 10/22/98	2,274,608 8/31/99	REGISTERED	USA
CHICKEN PARMESAN POPPERS	75/013,938 11/2/95		PENDING ITU	USA
FILL-A-BUSTERS	75/201,014 11/20/96	2,237,260 4/6/99	REGISTERED	USA
HAPPY HOUR IN THE DELI	75/324,863 7/15/97		PUBLISHED ITU ALLOWANCE DATED 8/15/00	USA
HOT PEPPER DESIGN	74/726,828 9/8/95		PUBLISHED ITU	USA
HOT PEPPER DESIGN	75/199,362 11/18/96	2,310,164 1/25/00	REGISTERED	USA
HOT PEPPER DESIGN	75/352,544 9/5/97	2,310,270 1/25/00	REGISTERED	USA
JALAPENO POPPERS	74/270,714 4/30/92	1,788,303 8/17/93	REGISTERED	USA
MINI POPPERS	75/799,618 9/15/99		PENDING ITU	USA
POPPERS	74/440,781 9/27/93	1,922,249 9/26/95	REGISTERED	USA
POPPER JAMM	74/439,689 9/24/93	1,908,676 8/1/95	REGISTERED	USA
QUESO SHRIMP POPPERS	75/103,788 5/14/96		PENDING ITU	USA
STATE OF THE ART WISOCONS CHEESE and DESIGN	73/535,945 5/6/85	1,389,259 4/8/86	REGISTERED	USA
TEXAS TOOTHPICKS	74/545,941 7/5/94	1,993,955 8/13/96	REGISTERED	USA

330028\_2

ASSIGNMENT

WHEREAS, Anchor Food Products, Inc., a Wisconsin corporation, with offices located at 555 Hickory Farm Lane, Appleton, Wisconsin 54914 U.S.A. ("Anchor"), is the owner of certain trademark registrations and pending trademark applications, a list of which is attached hereto as Schedule A, as well as trade dress and label designs used in connection therewith; and

WHEREAS, Trademark Management Company, a Delaware corporation, located at ~~600 Grant Street, Pittsburgh, Pennsylvania 15219~~ U.S.A., is desirous of acquiring all right, title and interest in and to the registered trademarks and pending trademark applications, trade dress and label designs, including the goodwill of the business connected with the use thereof and symbolized thereby; *877 W. Main Street, Suite 604, Boise, Idaho 83702.*

*Not  
12/4/01*

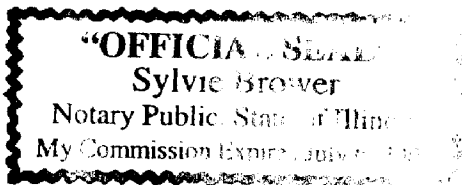
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Anchor does hereby assign unto Trademark Management Company, all right, title and interest in and to the registered trademarks and pending trademark applications set forth in Schedule A and to the trade dress and label designs used in connection therewith, including the goodwill of the business connected with the use thereof and symbolized thereby.

Anchor agrees to execute any and all additional documents that may be necessary from time to time to perfect and record title to such assets in Trademark Management Company and to carry out the intent of this Assignment.

Anchor Food Products, Inc.

By: *[Signature]*  
By: *[Signature]*

Subscribed and sworn to before me this 24 day of September, 2001.



*[Signature]*  
Notary Public