

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
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| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Cain Foods, L.P. | | 08/14/2003 | LIMITED PARTNERSHIP: |

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|-----------------------------|---------------------------------|
| RECEIVING PARTY DATA | |
| Name: | Trademark Management Company |
| Street Address: | 877 West Main Street, Suite 604 |
| City: | Boise |
| State/Country: | IDAHO |
| Postal Code: | 83702 |
| Entity Type: | CORPORATION: |

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|----------------------------------|---------------|
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Registration Number: | 1341121 |

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| CORRESPONDENCE DATA | |
| Fax Number: | (412)456-1035 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 412-456-1011 |
| Email: | nancy.linkes@hjheinz.com |
| Correspondent Name: | Dean A. Bierkan, Esq. |
| Address Line 1: | H. J. Heinz Company, 600 Grant Street |
| Address Line 4: | Pittsburgh, PENNSYLVANIA 15219 |

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| NAME OF SUBMITTER: | Nancy A. Linkes |
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| Total Attachments: 1 source=Cain Foods Assignment.tif |
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ASSIGNMENT OF TRADEMARK

WHEREAS, Cains Foods, L.P., a Delaware limited partnership (hereinafter referred to as "Assignor"), with an address at 114 East Main Street, Ayer, Massachusetts 01432, has adopted and used the trademark CLASSICO ITALIANO and is the owner of Trademark Registration No. 1341121 for CLASSICO ITALIANO (hereinafter referred to as "the Trademark"); and

WHEREAS, Trademark Management Company, a Delaware corporation, located at 877 W. Main Street, Suite 604, Boise, Idaho 83702 (hereinafter "Assignee") is desirous of acquiring all right, title and interest in and to the Trademark including the goodwill of the business connected with the use thereof as symbolized thereby;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer all right, title and interest it has or may have in and to the Trademark to Assignee, its successors and assigns forever, together with the goodwill of the business connected with the use of and symbolized by the Trademark and the registration for such Trademark.

Assignor agrees to execute any and all additional documents that may be necessary from time to time to perfect and record title to the Trademark to Assignee and to carry out the intent of this Assignment.

Executed this 14th day of August 2003, at Ayer, Ma.

Cains Foods, L.P.

By: Denis J. Keaveny
Name: DENIS J. KEAVENY
Title: PRESIDENT

STATE OF MASSACHUSETTS)

COUNTY OF Middlesex)

I, a notary public, certify that Denis J. Keaveny personally known to me or satisfactorily proven to be the President of Cains Foods, L.P., appeared before me this 14th day of August 2003, in person and affirmed that he signed the above and foregoing instrument pursuant to authority granted to him by said corporation for the purposes therein set forth.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.

Dolores Jacobson
Notary Public
my Commission Expires
Oct 3, 2003.

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8/8/2003