

FORM PTO-1594  
1-31-92

# RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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

### 1. Name of conveying party(ies):

Truescups, LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other Washington limited liability company
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  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

- 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

### 3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: June 19, 2003

### 4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,799,520

2,435,528

Additional numbers attached?  Yes  No

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

Name: Dean A. Bierkan

Internal Address: H. J. Heinz Company

Street Address: 600 Grant Street

City: Pittsburgh State: PA ZIP: 15219

### 6. Total number of applications and registrations involved: .....

2

### 7. Total fee (37 CFR 3.41):..... \$ 65.00

- 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)

DO NOT USE THIS SPACE

### 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  
Name of Person Signing

Nancy A. Linkes  
Signature

October 10, 2003  
Date

TRADEMARK

700047746

Total number of pages comprising cover sheet

REEL: 002729 FRAME: 0736 1

CH \$65.00 081631 1799520

U.S. REGISTRATIONS

ASSIGNMENT OF TRADEMARKS

WHEREAS, Truesoups, LLC, a Washington limited liability company (hereinafter referred to as "Assignor"), with an address at 10133 NE 66<sup>th</sup> Lane, Kirkland, WA 98033, has adopted, used and is using the trademarks set forth in Exhibit A attached hereto and is the owner of the registrations and applications for said trademarks set forth on Exhibit A attached hereto (hereinafter the "Trademarks"); and

WHEREAS, Trademark Management Company, a Delaware corporation located at 877 W. Main Street, Suite 604, Boise, Idaho 83702 (hereinafter referred to as "Assignee") is desirous of purchasing the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer all right, title and interest in and to the Trademarks to Assignee, its successors and assigns forever, together with all label designs embodying the Trademarks and the goodwill of the business connected with the use of and symbolized by the Trademarks and the registrations and applications for said Trademarks. Assignor agrees to execute any and all additional documents that may be necessary to protect and record title to the Trademarks to Assignee.

Dated this 19 day of June, 2003.

TRUESOUPS, LLC

By: B. Rowe  
Name: Bruce Rowe  
Title: Chief Executive Officer

STATE OF WASHINGTON )  
 ) ss.  
COUNTY OF KING )

On this, the 19<sup>th</sup> day of June, 2003, before me a notary public, the undersigned officer, personally appeared Bruce Rowe, known to me (or satisfactorily proven) to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same for the purposes therein contained.

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



Joanie Y. Kim  
Notary Public

**EXHIBIT A**

Truesoups, U.S. Trademark Registration No. 1,799,520  
Truefoods, U.S. Trademark Registration No. 2,435,528