

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
NFO, Inc.		10/10/2003	CORPORATION: IOWA

**RECEIVING PARTY DATA**

Name:	PNC Bank, National Association
Street Address:	Two Tower Center
City:	East Brunswick
State/Country:	NEW JERSEY
Postal Code:	08816
Entity Type:	National Banking Association:

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78279439	OMEGA-RICH

**CORRESPONDENCE DATA**

Fax Number: (216)696-0740  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 216-861-7370  
 Email: mverma@bakerlaw.com  
 Correspondent Name: Baker & Hostetler LLP  
 Address Line 1: 3200 National City Center, 1900 E 9th St  
 Address Line 4: Cleveland, OHIO 44114-3485

ATTORNEY DOCKET NUMBER:	38268-00023
NAME OF SUBMITTER:	Monica S. Verma

**Total Attachments: 6**  
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**TRADEMARK COLLATERAL ASSIGNMENT AND SECURITY AGREEMENT**

1. As used herein:

1.1. "Agent" means PNC Bank, National Association, as Agent under the Credit Agreement.

1.2. "Collateral" means all general intangibles and all trademarks, registered or unregistered, of Pledgor, including but not limited to those listed on Exhibit A hereto, and each thereof; and all variations thereof, whether now or hereafter existing and whether now or hereafter existing and whether designated as a trade name, trademark or service mark, all modifications thereto, all applications therefore, if any, all proceeds thereof (including license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements and all rights corresponding thereto, and the good will of each business to which they relate.

1.3. "Credit Agreement" means the Revolving Credit and Security Agreement by and among Pledgors, Lenders, and Agent thereunder dated the 15<sup>th</sup> day of October, 2003, pursuant to which the Lenders have established revolving credit and term loan facilities, together with every future supplement or other amendment, if any, to that agreement;

1.4. "Event of Default" means an "Event of Default" (as defined in the Credit Agreement) or a breach of or default under this Agreement.

1.5. "Lenders" means the financial institutions which are or which become a party to the Credit Agreement.

1.6. "Pledgor" means each of NFO, Inc., a corporation organized under the laws of the State of Iowa ("Guarantor"), New Country Farms, LLC, a limited liability company organized under the laws of the State of Iowa ("Farms LLC"), New Generation Ag Marketing, LLC, a limited liability company organized under the laws of the State of Iowa ("Marketing LLC"), and NFO Members' Dairy Custodial Account, An Iowa Trust, a trust organized under the laws of the State of Iowa pursuant to a Second Amended and Restated Agreement of Trust dated September 20, 1983 ("Dairy Account").

1.7. Capitalized terms used in this Security Agreement without definition have the meanings ascribed to such terms in the Credit Agreement.

2. Pledgor requests that Lenders grant loans to Pledgor pursuant to the Credit Agreement and to grant such other financial accommodations to Pledgor as Pledgor may from time to time request and as Agent in each case may be willing to grant. In consideration thereof and for other valuable considerations, Pledgor hereby grants Agent a security interest in, and assigns and conveys to Agent, the Collateral as security for Pledgor's Obligations to Lenders.

3. Pledgor represents and warrants to Agent and Lenders as follows:

3.1. Pledgor owns and holds the Collateral free from any equity, security interest, lien or restriction whatever and no one else (other than Agent by reason of this Security Agreement) has, or to Pledgor's knowledge claims to have, any right, title or interest of any kind in or to the Collateral.

3.2. The Collateral has not been adjudged invalid or unenforceable and, to the best of Pledgor's knowledge, the Collateral is valid and enforceable.

3.3. The security interest herein conferred upon Agent constitutes the first and paramount lien upon the Collateral and no claim has been made that the use of any of the trademarks does or may violate the rights of any third person.

3.4. Pledgor has used proper statutory notice in connection with its use of the Collateral and has used consistent standards of quality in its manufacture and/or distribution or other treatment of products sold relating to or under the Collateral.

4. Pledgor has and will comply with all trademark marks requirements specified by 15 U.S.C. §1111. Pledgor covenants and agrees with Agent to use proper statutory notice in connection with the Collateral and to use consistent standards of quality in its manufacture and/or distribution or other treatment of products, and commensurate with acceptable industry standards, sold under or relating to the Collateral. Pledgor grants to Agent and its employees and agents the right to inspect Pledgor's plants and facilities which manufacture, to inspect or store products sold under relating to or under any Collateral, and to inspect the products and quality control records relating thereto at reasonable times during regular business hours. Pledgor shall do any and all acts required by Agent to ensure Pledgor's compliance with the foregoing.

5. Unless and until there shall occur an Event of Default, Agent hereby grants to Pledgor the exclusive nontransferable right and license to use the Collateral on and in connection with products manufactured and/or distributed by or in connection with products sold by Pledgor, for Pledgor's sole benefit and account and for none other. Pledgor shall not enter into any agreement which is inconsistent with Pledgor's obligations under this Agreement and shall not otherwise sell or assign its interest in, or grant any sublicense under, the license granted to Pledgor hereunder, without Agent's prior written consent. Absent such prior written consent, any attempted sale or license is null and void.

6. Pledgor will indemnify Agent and hold it harmless against third parties for any cause of action, loss, liability, or expense arising from or relating to the Collateral.

7. Pledgor irrevocably authorizes and empowers Agent, upon an Event of Default, to terminate Pledgor's use of the Collateral and to exercise such rights and remedies as allowed by law. Without limiting the generality of the foregoing, Agent may immediately sell at public or private sale in a commercially reasonable manner, or otherwise realize upon all or, from time to time, any of the Collateral, or any interest which the Pledgor may have therein, and, after deducting from the proceeds of sale or other disposition of the Collateral all expenses (including all reasonable expenses for broker's fees and legal services), shall apply the residue of such proceeds toward the payment of the Obligations. Notice of any sale or other disposition of Pledgor shall be given to Pledgor at least ten (10) days before the time of any intended public or private sale or other disposition of the Collateral is to be made, which Pledgor agrees shall be reasonable notice of such sale or other disposition. At any such sale or other

disposition, Agent may, to the extent permissible under applicable law, purchase the whole or any part of the Collateral sold, free from any right of redemption on the part of Pledgor, which right is waived and released.

8. At such time as Pledgor shall completely pay all of the Obligations, this Agreement shall terminate and Agent shall execute and deliver to Pledgor all deeds, assignments and other instruments as may be necessary or proper to re-vest in Pledgor full title to the Collateral, subject to any disposition thereof which may have been made by Agent pursuant hereto.

9. Any and all reasonable fees, costs and expenses, of whatever kind or nature, including the reasonable attorney's fees and expenses incurred in connection with the filing or recording of any documents (including all taxes in connection therewith) in public offices, the payment or discharge of any taxes, maintenance fees, encumbrances or otherwise protecting, maintaining or preserving the Collateral, or in defending or prosecuting any actions or proceedings arising out of or related to the Collateral, shall be borne and paid by Pledgor on demand by Agent and until so paid shall be added to the principal amount of the Obligations and shall bear interest at the Default Rate.

10. Pledgor shall have the duty to prosecute diligently any Collateral applications of the Collateral pending as of the date of this Agreement or thereafter until the Obligations shall have been paid in full, to make federal application on registerable but unregistered Collateral, to file and prosecute opposition and cancellation proceedings, to file for renewals, and to do any and all acts which are necessary or desirable to preserve and maintain all rights in the Collateral. Any expenses incurred in connection with the Collateral shall be borne by Pledgor. The Pledgor shall not abandon any Collateral without the consent of the Agent, which consent shall not be unreasonably withheld.

11. Pledgor shall have the right, with the prior written consent of the Agent, which will not be unreasonably withheld, to bring any opposition proceedings, cancellation proceedings or lawsuit in its own name to enforce or protect the Collateral, in which event Agent may, if necessary, be joined as a nominal party to such suit if the Agent shall have been satisfied that it is not thereby incurring any risk of liability because of such joinder. Pledgor shall promptly, upon demand, reimburse and indemnify Agent for all damages, costs and expenses, including attorney's fees, incurred by Agent in the fulfillment of the provisions of this section.

12. Upon an Event of Default, Pledgor hereby authorizes and empowers Agent to make, constitute and appoint any officer or agent of Agent as Agent may select, in its exclusive discretion, as Pledgor's true and lawful attorney-in-fact, with the power to endorse Pledgor's name on all applications, documents, papers and instruments necessary for Agent to use the Collateral or to grant or issue any exclusive or non-exclusive license under the Collateral to anyone else, or necessary for Agent to assign, pledge, convey or otherwise transfer title in or dispose of the Collateral to anyone else. Pledgor ratifies all that such attorney shall lawfully do or cause to be done by virtue hereof. This power of attorney shall be irrevocable for the life of this Agreement.

13. If Pledgor fails to comply with any of its obligations hereunder, Agent may do so in Pledgor's name or in the name of the Agent, but at Pledgor's expense, and Pledgor hereby agrees to reimburse Agent in full for all expenses, including reasonable attorney's fees, incurred by Agent in protecting, defending and maintaining the Collateral.

14 Pledgor will execute any agreements deemed reasonably necessary by Agent to secure or perfect Agent claim to or interest in the Collateral, in whole or part.

15 No course of dealing between Pledgor and Agent, nor any failure to exercise, nor any delay in exercising, on the part of the Agent, any right, power or privilege hereunder or under the Credit Agreement shall operate as a waiver thereof; nor shall any single or partial exercise of any right, power or privilege hereunder or thereunder preclude any other or further exercise thereof or the exercise of any other right, power or privilege.

16 The rights and remedies specified or referred to in this Agreement are in addition to any other rights and remedies that Agent may otherwise have or acquire by operation of law, by other contract or otherwise. The provisions of this Agreement, and the respective rights and duties of Pledgor and Agent hereunder, shall be interpreted and determined in accordance with Michigan law, without regard to principles of conflict of laws. If at any time one or more provisions of this Agreement is or becomes invalid, illegal or unenforceable in whole or in part, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.


17. The benefits and burdens of this Agreement shall inure to the benefit of and be binding upon the respective successors and permitted assigns of the parties.

18. PLEDGOR WAIVES ANY RIGHT TO HAVE A JURY PARTICIPATE IN RESOLVING ANY DISPUTE, WHETHER SOUNDING IN CONTRACT, TORT OR OTHERWISE, BETWEEN LENDERS AND PLEDGOR, ARISING OUT OF, IN CONNECTION WITH, RELATED TO, OR INCIDENTAL TO THE RELATIONSHIP ESTABLISHED BETWEEN THEM IN CONNECTION WITH THIS AGREEMENT OR ANY NOTE OR OTHER INSTRUMENT, DOCUMENT OR AGREEMENT EXECUTED OR DELIVERED IN CONNECTION THEREWITH OR THE TRANSACTIONS RELATED THERETO. THIS WAIVER SHALL NOT IN ANY WAY AFFECT, WAIVE, LIMIT, AMEND OR MODIFY THE LENDERS' ABILITY TO PURSUE REMEDIES PURSUANT TO ANY CONFESSION OF JUDGMENT OR COGNOVIT PROVISION CONTAINED IN ANY NOTE OR OTHER INSTRUMENT, DOCUMENT OR AGREEMENT EXECUTED AND DELIVERED BY PLEDGOR TO LENDERS.


*(Remainder of page intentionally left blank. Signature page follows.)*

This Trademark Collateral Assignment and Security Agreement is executed and delivered at Cincinnati, Ohio as of the 10th day of October, 2003.


**NFO, INC.**

By:   
Name: Michael D. Miller  
Title: Chief Financial Officer


**NEW COUNTRY FARMS, LLC**

By:   
Name: Michael D. Miller  
Title: Chief Financial Officer

**NEW GENERATION AG  
MARKETING, LLC**

By:   
Name: Michael D. Miller  
Title: Chief Financial Officer

**NFO MEMBERS' DAIRY CUSTODIAL  
ACCOUNT, AN IOWA TRUST**

By:   
Name: Michael D. Miller  
Title: Chief Financial Officer

**EXHIBIT A**

**New Country Farms LLC**

U.S. Trademark

Serial Number 78/279,439

“Omega-Rich”

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