

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ConAgra Brands, Inc.		10/20/2003	CORPORATION: NEBRASKA

**RECEIVING PARTY DATA**

Name:	ConAgra Poultry Company
Street Address:	422 North Washington
City:	El Dorado
State/Country:	ARKANSAS
Postal Code:	71730
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	1026306	COUNTRY PRIDE
Registration Number:	1537514	COUNTRY PRIDE
Registration Number:	1770255	EASY ENTREES
Registration Number:	2216620	EASY ROAST
Registration Number:	1280306	GOLD-N-FRESH
Registration Number:	0779139	PARADISE VALLEY
Registration Number:	0785692	SWEET GEORGIA
Registration Number:	1754674	AMERICA'S NATURAL CHICKEN

**CORRESPONDENCE DATA**

Fax Number: (214)978-3099  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 214.978.3064  
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 Correspondent Name: S. Roxanne Edwards c/o Baker & McKenzie  
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 Address Line 4: Dallas, TEXAS 75201

OP \$215.00 1026306

ATTORNEY DOCKET NUMBER:

24167786.37

NAME OF SUBMITTER:

S. Roxanne Edwards

Total Attachments: 1

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**ASSIGNMENT**

WHEREAS, ConAgra Brands, Inc., a Nebraska corporation, ("Assignor") is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>App./Reg. No.</u>	<u>App./Reg. Date</u>
COUNTRY PRIDE	73/042,957;1,026,306	1/29/75;12/2/75
COUNTRY PRIDE AND DESIGN	73/746,600;1,537,514	8/12/88;5/2/89
EASY ENTREES	74/311,869;1,770,255	9/8/92;5/11/93
EASY ROAST	75/094,069;2,216,620	4/25/96;1/5/99
GOLD-N-FRESH	73/401,363;1,280,306	11/1/82;5/29/84
PARADISE VALLEY	72/187,395;0,779,139	2/25/64;10/27/64
SWEET GEORGIA	72/182,580;0,785,692	12/9/63;2/23/65
AMERICA'S NATURAL CHICKEN	74/152,486;1,754,674	3/28/91;2/23/93

WHEREAS, ConAgra Poultry Company, a Delaware corporation, ("Assignee") having its principal offices at 422 North Washington, El Dorado, Arkansas 71730, is desirous of acquiring all right, title and interest in and to said trademark.

NOW THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark, together with the goodwill of the business symbolized by said trademark and any registrations or future registrations thereof.

Signed this 20<sup>th</sup> day of Oct. 2003.

CONAGRA BRANDS, INC, Assignor

By: Debra L. Keith

Name: Debra L. Keith

Title: VICE PRESIDENT - TAX

Subscribed and sworn to before me this 20<sup>th</sup> day of October 2003.

Lori A. Watson  
Notary Public

My Commission Expires:

August 21, 2006

