

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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
Pioneer Snacks, Inc.		03/08/2000	CORPORATION: MICHIGAN

RECEIVING PARTY DATA	
Name:	Mirab USA, Inc.
Street Address:	21855 Trolley Industrial Drive
City:	Taylor
State/Country:	MICHIGAN
Postal Code:	48180
Entity Type:	CORPORATION: MICHIGAN

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1552145	RANCHER'S BRAND

CORRESPONDENCE DATA	
Fax Number:	(202)244-2628
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202-363-3431
Email:	mperalta@acg-cos.com
Correspondent Name:	Myrna Peralta, Esq.
Address Line 1:	4201 Connecticut Ave., NW, Suite 402
Address Line 4:	Washington, DC, DISTRICT OF COLUMBIA 20008

NAME OF SUBMITTER:	Myrna Peralta, Esq.
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Total Attachments: 2
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CH \$40.00 1552145

ASSIGNMENT

Whereas PIONEER SNACKS, INC., having an office at 30777 Northwestern Hwy., Ste. 300, Farmington Hills, Michigan 48334-2591, has adopted and used the trademark RANCHER'S BRAND for beef jerky, and is the owner of United States Registration No. 1,552,145, registered August 15, 1989; and

Whereas MIRAB USA, 91 W. Long Lake Road, Suite 8, Bloomfield Hills, Michigan 48304, is desirous of acquiring said mark;

Now, therefore, in consideration of \$7,500.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, PIONEER SNACKS, INC., as assignor, does hereby assign unto MIRAB USA, all rights, title and interest in and to said mark, and to the registration thereof, together with the good will of the business symbolized by the mark, and including all artwork, plates, literature, existing inventory, caddies and film related to said mark.

In Witness Whereof, PIONEER SNACKS, INC., has caused this document to be duly and legally executed on the 8 day of March, 2000.

PIONEER SNACKS, INC.

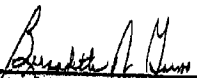
By:   
Robert T. George  
President

TRADEMARK  
REEL: 002769 FRAME: 0334

State of Michigan )

County of Oakland)

Before me personally appeared Robert T. George, the aforementioned Officer of PIONEER SNACKS, INC. and acknowledged the foregoing instrument to be the free act and deed of said PIONEER SNACKS, INC. on this 2<sup>nd</sup> day of March, 2000.

  
Notary Public, County of OAKLAND  
My commission expires: 1/30/2001

Bernadette M. Garro  
Notary Public, Oakland County, Michigan  
My Commission Expires January 30, 2001