

09-24-2003

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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J.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): 9-22-03 Pampered Chef, Ltd.

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: BH Columbia, Inc. Internal Address:

Street Address: 1440 Kiewit Plaza City: Omaha State: NE Zip: 68131

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Nebraska 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 Merger Security Agreement Change of Name Other

Execution Date: 09/05/2003

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

A. Trademark Application No.(s) 76/464,211

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Thomas L. Holt

Internal Address: Brinks Hofer Gilson & Lione

Street Address: P.O. Box 10395

City: Chicago State: IL Zip: 60610

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Thomas L. Holt Name of Person Signing

Signature

9/18/03 Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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FC:8521

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TRADEMARK REEL: 002828 FRAME: 0781

TRADEMARK ASSIGNMENT

WHEREAS, **PAMPERED CHEF, LTD.**, a corporation organized and existing under the laws of Illinois ("Pampered Chef"), is sole owner of United States trademark GOOD COMPANY (Application Serial No. 76/464,211) ("the Trademark"); and

WHEREAS, **BH COLUMBIA, INC.**, a corporation organized and existing under the laws of Nebraska ("BH Columbia"), desires to acquire the Trademark; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Pampered Chef does hereby sell, assign, set over and transfer to BH Columbia the entire right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present, or future infringement of the rights assigned to BH Columbia under this Assignment.

AND Pampered Chef hereby agrees to execute any papers and to perform such other proper acts as BH Columbia may deem reasonably necessary to secure to BH Columbia, or its successors or assigns, the rights hereby assigned,

TO HAVE AND TO HOLD the same unto BH Columbia, its successors and assigns the Trademark, together with the goodwill of the business associated therewith, effective September 5, 2003.

THE PAMPERED CHEF, LTD.

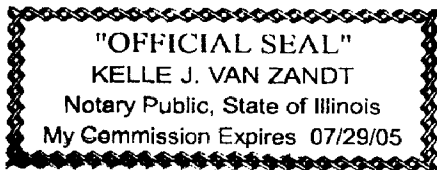
By: Catherine R. Landman

Name: Catherine R. Landman

Title: Senior Vice President & General Counsel

STATE OF ILLINOIS)
) ss.
COUNTY OF DUPAGE)

On this 5 day of September, 2003, before me, a Notary Public in and for the County aforesaid, personally appeared **Catherine R. Landman**, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that she was the **Senior Vice President & General Counsel** of **THE PAMPERED CHEF, LTD.**, and that she had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.



Kelle J. Van Zandt
Notary Public
07-29-2005
My Commission Expires