



03-30-2004



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I.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): Mid-America Potato Company

3/18/04

- 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: J.R. Simplot Company

Internal Address:

Street Address: P.O. Box 27

City: Boise State: ID Zip: 83707

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Nevada 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: 03/12/04

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,201,314; 1,271,958; 1,346,544; 1,353,085; and 1,416,153

Additional number(s) attached Yes No

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

Name: Barbara A. Friedman

Internal Address: Edell, Shapiro & Finnan, LLC

Street Address: 1901 Research Boulevard

Suite 400

City: Rockville State: MD Zip: 20850

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41): \$ 140.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

05-0460

DO NOT USE THIS SPACE

9. Signature.

Barbara A. Friedman Name of Person Signing

Signature

March 18, 2004 Date

Total number of pages including cover sheet, attachments, and document: 4

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

40.00 OP 100.00 OP 03/25/2004 ECOMMER 0000070 1201314 01 FEB 05 21 02 57:52Z

ASSIGNMENT OF TRADEMARKS

WHEREAS, **Mid-America Potato Company**, of P.O. Box 454, 318 West Oak, Caldwell, Canyon County, Idaho 83606 (hereinafter "Assignor"), is the owner of the trademarks listed on Schedule A hereto (the "Trademarks"); and

WHEREAS, **J. R. Simplot Company**, of P.O. Box 27, Boise, Idaho 83707 (hereinafter "Assignee"), is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged; said Assignor does hereby assign unto the Assignee, all right, title, and interest in the Trademarks, together with the good will, symbolized by the Trademarks, in the identified registration thereof.

DATED this 12th day of March, 2004.

MID-AMERICA POTATO COMPANY

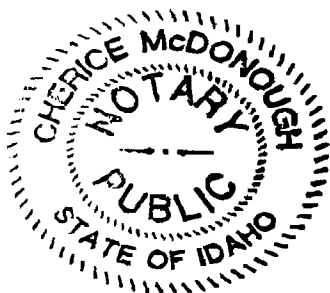
By [Signature]
Rodney Ekart, President

By [Signature]
Deborah Ekart, Secretary

STATE OF IDAHO)
) ss.
County of Canyon)

On this 12th day of March, 2004, before me, a Notary Public in and for said State, personally appeared Rodney Ekart and Deborah Ekart, the President and Secretary, respectively, of the corporation that executed the foregoing instrument on behalf of said corporation and acknowledged to me that such corporation executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.



[Signature]
Notary Public for Idaho
Residing at: [Signature]
My Commission expires: 12/03/2005