

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
Hormel Foods, LLC		10/12/2004	Limited Liability Company: MINNESOTA

RECEIVING PARTY DATA	
Name:	S&S Brands, Inc.
Street Address:	1007 Orange Street
Internal Address:	Nemours Building, Suite 1410
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1487009	TOP SHELF

CORRESPONDENCE DATA	
Fax Number:	(717)237-5300
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	717-232-8000
Email:	sheberli@mwn.com
Correspondent Name:	Sue Heberlig
Address Line 1:	100 Pine Street
Address Line 4:	Harrisburg, PENNSYLVANIA 17108

ATTORNEY DOCKET NUMBER:	356/20806-0001
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NAME OF SUBMITTER:	Sue Heberlig
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Total Attachments: 2
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OP \$40.00 1487009

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made as of the 12th day of Oct., 2004 by and between **HORMEL FOODS, LLC** (the "Assignor"), a Minnesota limited liability company having its principal place of business at 1 Hormel Place, Austin, Minnesota 55912-3680, and **S&S BRANDS, INC.** (the "Assignee"), a Delaware corporation having its principal office at 300 Delaware Avenue, Wilmington, Delaware 19801.

Assignor is the owner of the trademark and trademark registration listed on Schedule "A" attached hereto; and

Assignor has elected to transfer all of its right, title, and interest in and to the trademark and trademark registration to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, and transfers unto Assignee the entire right, title and interest in and to the trademark and trademark registration listed on Schedule "A" hereto, together with the goodwill of the business symbolized by the trademark and trademark registration, together with all claims for damages by reason of past infringement of said trademark, with the right to sue for and collect the same for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed by its duly authorized corporate officer on the day and year first above written.

ATTEST: Dawn M. Bissen

HORMEL FOODS, LLC
("Assignor")

By Kevin C. Jones
Name: Kevin C. Jones
Title: General Attorney and Secretary



SCHEDULE A

Trademark

Registration Number

TOP SHELF

1,487,009