

**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
Premium Brands Inc.		10/18/2004	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Quality Meat Group Ltd.
Street Address:	145 East Drive
City:	Brampton, Ontario
State/Country:	CANADA
Postal Code:	L6T 1B9
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	78487228	DAYBREAK
Registration Number:	2568982	DAYBREAK BACON
Serial Number:	75838263	DAYBREAK HAM
Registration Number:	2271841	FAMILY, FRIENDS & FLETCHER'S
Serial Number:	75912012	FLETCHER'S CERTIFIED TENDER
Registration Number:	2448747	FLETCHER'S FINE FOODS SINCE 1917
Registration Number:	1324845	FLETCHER'S
Registration Number:	2290827	SINCE 1917 FLETCHER'S FINE FOODS
Registration Number:	2292004	SINCE 1917 FLETCHER'S FINE FOODS
Registration Number:	2545635	FLETCHER'S FINE FOODS SINCE 1917 VERY TENDER
Registration Number:	2299260	FLETCHER'S GRILLER
Registration Number:	1314860	FLETCHERS SMOKE HOUSE
Serial Number:	76293697	HOT LINKS
Registration Number:	2723303	LOUISIANA BRAND
Registration Number:	2627040	SPORTS CLASSIC

CH \$415.00 78487228

Serial Number:

76293698

STAK PAK

**CORRESPONDENCE DATA**

Fax Number: (415)369-8737

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (415) 369-7368

Email: trademark@thelenreid.com

Correspondent Name: Marlene J. Williams

Address Line 1: Thelen Reid & Priest LLP

Address Line 2: P.O. Box 190187

Address Line 4: San Francisco, CALIFORNIA 94119-0187

ATTORNEY DOCKET NUMBER:

QUALITY MEAT GROUP

**DOMESTIC REPRESENTATIVE**

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Marlene J. Williams

**Total Attachments: 3**

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U.S.P.T.O.

**TRADE-MARK ASSIGNMENT**

**WHEREAS**, PREMIUM BRANDS INC. (hereinafter referred to as the "Assignor"), having a place of business at 8385 Fraser Street, Vancouver, British Columbia, Canada, V6E 3R3, is the owner of the trademark registrations and applications identified in Schedule "A" attached hereto (hereinafter referred to as the "Trademark Registrations and Applications") for the trademarks identified in Schedule "A" attached hereto (hereinafter referred to as the "Trademarks");

**WHEREAS**, QUALITY MEAT GROUP LTD. (hereinafter referred to as the "Assignee"), having a place of business at 145 East Drive, Brampton, Ontario, L6T 1B9 is desirous of acquiring all right, title and interest of Assignor in and to the Trademarks and in and to any renewals and extensions of the corresponding registrations that may be granted thereon, together with all of the goodwill of the business symbolized by the Trademarks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns, its entire right, title and interest in and to the Trademarks and any renewals and extensions of the corresponding registrations that may be granted thereon, together with all of the goodwill of the business symbolized by the Trademarks and said Trademark Registrations and Applications, and all rights, interests and claims of any kind (including any and all past infringement claims) related to the Trademarks, whether now existing or hereafter arising, and which are unresolved by Assignor as of the date hereof, including any right to recover for past infringement as fully and entirely as the same would have been held by Assignor if this assignment and sale had not been made.

THIS ASSIGNMENT is binding on Assignor and its successors and assigns and shall inure to the benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 18 day of October, 2004, to be effective as of OCTOBER 18, 2004.

PREMIUM BRANDS INC.

By: 

Name: DOUGLAS GOSS.

Title: Corporate Secretary  
and General Counsel

(831902)

**SCHEDULE "A"**

<b>COUNTRY</b>	<b>TRADE-MARK</b>	<b>REG. NO.</b>	<b>SERIAL NO.</b>
<b>UNITED STATES</b>	DAYBREAK		78/487,228
	DAYBREAK BACON	2,568,982	
	DAYBREAK HAM		75/838,263
	FAMILY, FRIENDS & FLETCHERS	2,271,841	
	FLETCHER'S CERTIFIED TENDER		75/912,012
	FLETCHER'S FINE FOODS SINCE 1917 LABEL DESIGN	2,448,747	
	FLETCHER'S	1,324,845	
	FLETCHER'S FINE FOODS SINCE 1917 & DESIGN (BLACK & WHITE)	2,290,827	
	FLETCHER'S FINE FOODS SINCE 1917 & DESIGN (COLOUR)	2,292,004	
	FLETCHER'S FINE FOODS SINCE 1917 VERY TENDER & DESIGN	2,545,635	

COUNTRY	TRADE-MARK	REG. NO.	SERIAL NO.
	FLETCHER'S GRILLER	2,299,260	
	FLETCHER'S SMOKEHOUSE	1,314,860	
	HOT LINKS		76/293,697
	LOUISIANA BRAND	2,723,303	
	SPORTS CLASSIC	2,627,040	
	STAK PAK		76/293,698

(831082 v4)