

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mardale Specialty Foods, LLC		03/31/2004	Limited Liability Company: MICHIGAN
RECEIVING PARTY DATA			
Name:	Ventura Foods, LLC		
Street Address:	40 Pointe Drive		
City:	Brea		
State/Country:	CALIFORNIA		
Postal Code:	92821-3698		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76526843	SWEET HARMONY	
CORRESPONDENCE DATA			
Fax Number:	(415)983-1200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(415) 983-6318		
Email:	lgustafson@pillsburywinthrop.com		
Correspondent Name:	Laura C. Gustafson		
Address Line 1:	P.O. Box 7880		
Address Line 2:	Calendar/Docketing Department		
Address Line 4:	San Francisco, CALIFORNIA 94120-7880		
NAME OF SUBMITTER:	Laura C. Gustafson		
Signature:	/per Laura C. Gustafson/		
Date:	01/04/2005		

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Total Attachments: 1
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JAN-04-2005 TUE 04:27 PM VENTURA FOODS, LLC

FAX NO. 239 434 8824

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For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Mardale Specialty Foods, LLC, a Michigan limited liability company, ("Assignor"), hereby conveys, transfers and assigns to Ventura Foods LLC, a Delaware limited liability company ("Assignee"), effective *nunc pro tunc* as of March 31, 2004, all right, title and interest in and to the name and mark, SWEET HARMONY, the associated United States trademark application Serial Number 76526843, and the goodwill of the business connected with the use of and symbolized by the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith. Assignor agrees to take any and all further actions requested by Assignee in order to fully vest the right, title and interest being conveyed to Assignee pursuant to this Assignment.

MARDALE SPECIALTY FOODS, LLC

By Name: Ronald M. TarantinoTitle: President & C.E.O.Date: January 4, 2005

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