

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
National Pork Producers Council		12/14/2004	CORPORATION: IOWA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	National Pork Board		
<b>Street Address:</b>	1776 N.W. 114th Street		
<b>City:</b>	Clive		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	50325		
<b>Entity Type:</b>	CORPORATION: IOWA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2232206	PORK 101	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(515)288-4860		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	515-288-9589		
<b>Email:</b>	sturm@hslp.com		
<b>Correspondent Name:</b>	Michael O. Sturm		
<b>Address Line 1:</b>	206 Sixth Avenue		
<b>Address Line 2:</b>	Suite 1213		
<b>Address Line 4:</b>	Des Moines, IOWA 50309-4076		
<b>NAME OF SUBMITTER:</b>	Michael O. Sturm		
<b>Signature:</b>	/Michael O. Sturm/		
<b>Date:</b>	01/14/2005		

**CH \$40.00 2232206**

Total Attachments: 2

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**TRADEMARK  
 REEL: 003010 FRAME: 0222**

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## ASSIGNMENT

WHEREAS, National Pork Producers Council, an Iowa non-profit corporation, located and doing business at 1776 N.W. 114th Street, Clive, Iowa 50325, is the owner of Reg. No. 2,232,206 registered on March 16, 1999 for the mark PORK 101 and Design; and

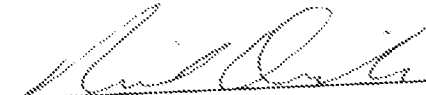
WHEREAS, National Pork Board, a corporation of the State of Iowa, having a mailing address of P.O. Box 9114, Des Moines, Iowa 50306, is desirous of acquiring the entire right, title and interest in and to the said mark and registration;

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the said National Pork Producers Council does hereby sell, assign, transfer and set over unto the said National Pork Board, its legal representatives, successors and assigns, the entire right, title and interest in and to said mark, and the good will of the business associated with the said mark, which business to which the said mark pertains is ongoing and existing, as set forth in the above-mentioned registration, the same to be held and enjoyed by the said National Pork Board for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by National Pork Producers Council if this Assignment and sale had not been made, together with all claims

for damages by reason of past infringement of said marks with the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

NATIONAL PORK PRODUCERS COUNCIL

Dec 14, 2004  
Date

By:   
Neil Dierks, CEO  
Officer