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
SIMMONS FOODS, INC.		04/07/2005	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	SIMMONS ALLIED PET FOOD, INC.
Street Address:	601 North Hico
Internal Address:	Post Office Box 430
City:	Siloam Springs
State/Country:	ARKANSAS
Postal Code:	72761
Entity Type:	CORPORATION: ARKANSAS

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2786302	BALANCED FORMULA
Registration Number:	2772699	BASIL'S TREATS FLAVOR SHAKER
Serial Number:	78344736	DENTAL CHEWZ
Registration Number:	2704822	FIT & ACTIVE
Registration Number:	1557119	PROTOCOL
Registration Number:	304714	VIGO
Registration Number:	1626186	VIGO
Registration Number:	2221629	VIGO 100

CH $215.00 2786302

CORRESPONDENCE DATA

Fax Number: (918)584-1718
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 918-587-2000
Email: abennett@hjklaw.com
Correspondent Name: Head, Johnson & Kachigian

Address Line 1:	228 West 17th Place
Address Line 4:	Tulsa, OKLAHOMA 74119

NAME OF SUBMITTER:	Allen F. Bennett
Signature:	/AllenFBennett/
Date:	04/26/2005

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK

WHEREAS, SIMMONS FOODS, INC., a corporation of the State of Arkansas, having an address at Post Office Box 430, Siloam Springs, Arkansas 72761, is the owner of the following United States Trademark Applications and Registrations; and

SERIAL/REGISTRATION NO.	TRADEMARK	FILING/REGISTRATION DATE
2,786,302	BALANCED FORMULA & Design	11/25/2003
2,772,699	BASIL'S TREATS FLAVOR SHAKER	10/7/2003
78/344,736	DENTAL CHEWZ & Design	12/23/2003
2,704,822	FIT & ACTIVE & Design	4/8/2003
1,557,119	PROTOCOL	9/19/1989
304,714	VIGO & Design	7/18/1933
1,626,186	VIGO	12/4/1990
2,221,629	VIGO 100	2/2/1999

WHEREAS, SIMMONS ALLIED PET FOOD, INC., a corporation of the State of Arkansas, having a place of business at 601 North Hico, Post Office Box 430, Siloam Springs, Arkansas 72761, is desirous of acquiring the entire right, title and interest in and to the United State Trademark Applications and Registrations listed herein.

NOW, THEREFORE, in consideration of $1.00 and other good and valuable considerations, the receipt of which is hereby acknowledged, SIMMONS FOODS, INC. does hereby assign, sell and convey to SIMMONS ALLIED PET FOOD, INC., the United States Trademark Applications and Registrations listed herein, together with the goodwill associated therewith, and including the right

to sue for past infringement if any there may be.

SIMMONS FOODS, INC.

By _____
MICHAEL R. JONES
Executive Vice-President &
Chief Financial Officer

Date 4-7-05

STATE OF ARKANSAS)
) ss.
COUNTY OF BENTON)

Subscribed and sworn to before me this 7 day of April, 2005 by MICHAEL R. JONES, to me known to be the Executive Vice-President and Chief Financial Officer of SIMMONS FOODS, INC.

_____
Notary Public

My commission expires:

RENA ANN DAVIS
Benton County
Notary Public - Arkansas
My Commission Expires Aug 11, 2014