

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	07/31/2003

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Chief Executive Officer of the Department of Agriculture		07/29/2003	CORPORATION: AUSTRALIA

**RECEIVING PARTY DATA**

Name:	Food Marketing Institute
Street Address:	655 15th Street, NW
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20005
Entity Type:	Non-profit corporation: DISTRICT OF COLUMBIA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2673516	SQF 2000

**CORRESPONDENCE DATA**

Fax Number: (202)383-7195  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 703.663.3600  
 Email: IPDocketing@howrey.com, lapidusn@howrey.com, leemargaret@howrey.com  
 Correspondent Name: Howrey LLP  
 Address Line 1: 2941 Fairview Park Drive  
 Address Line 2: Suite 200  
 Address Line 4: Falls Church, VIRGINIA 22042

NAME OF SUBMITTER:	Nancy S. Lapidus
Signature:	/nsl/

CH \$40.00 2673516

Date:

06/14/2005

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

**WHEREAS**, the Chief Executive Officer of the Department of Agriculture, Western Australia, a body corporate established pursuant to the Agriculture Act of 1988 (W.A.) of 3 Baron-Hay Court, South Perth, Western Australia both in its own right and in its capacity as agent for the State of Western Australia ("Assignor"), has adopted, owns and is using certain trademarks and certification marks identified in Schedule A attached hereto (the "Marks"); and

**WHEREAS**, Assignor owns certain applications to register (the "Applications") and registrations for the Marks identified in Schedule A (the "Registrations"); and

**WHEREAS**, Food Marketing Institute, a District of Columbia non-for-profit corporation, having its principal place of business at 655 15<sup>th</sup> Street, N.W., Suite 700, Washington, D.C. 20005, United States ("Assignee"), desires to acquire all rights and interest in the Marks, Applications and Registrations.

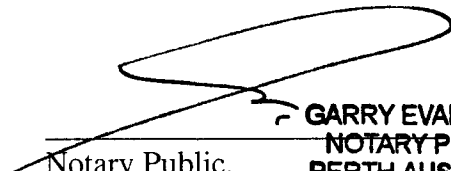
**NOW, THEREFORE**, for good and valuable consideration as set forth in more detail in the Purchase Agreement by and among Assignee, on the one hand, and Assignor, on the other hand, the receipt and sufficiency of which is hereby acknowledged, on July 31, 2003, Assignor hereby assigns and transfers to Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the Applications and Registrations thereof.

Dated: July 29, 2003

CHIEF EXECUTIVE OFFICER OF THE  
DEPARTMENT OF AGRICULTURE  
WESTERN AUSTRALIA

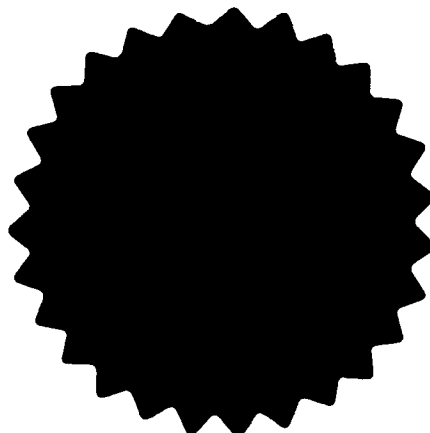
By:   
Director General

SUBSCRIBED and SWORN to before me  
this 29 day of July, 2003.

  
Notary Public, **GARRY EVAN SAME  
NOTARY PUBLIC  
PERTH AUSTRALIA**

My Commission Expires: 

My Commission in Australia does not expire.
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**SCHEDULE A**

Trademark Name

Registration Number

SQF 2000 & Design

2,673,516