

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| PPC Corporation, Inc. | | 06/16/2005 | CORPORATION: TEXAS |
| RECEIVING PARTY DATA | | | |
| Name: | PPC Marketing, Ltd. | | |
| Composed Of: | COMPOSED OF Pride Corporation (a Delaware corporation), general partner, and PPC of Delaware Business Trust (a Delaware business trust), limited partner | | |
| Street Address: | 110 S. Texas Street | | |
| Internal Address: | P.O. Box 93 | | |
| City: | Pittsburgh | | |
| State/Country: | TEXAS | | |
| Postal Code: | 75686-0093 | | |
| Entity Type: | LIMITED PARTNERSHIP: UNITED STATES | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78373611 | PILGRIM'S PRIDE BO PILGRIM THE DELI ROAST COLLECTION | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (972)659-1275 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 972 659-11275 | | |
| Email: | nancynavarro@verizon.net | | |
| Correspondent Name: | Navarro Law Office, P.C. | | |
| Address Line 1: | P.O. Box 166851 | | |
| Address Line 4: | Irving, TEXAS 75016 | | |
| NAME OF SUBMITTER: | Nancy T. Navarro | | |
| Signature: | /lovella/ | | |

OP \$40.00 78373611

Date:

06/16/2005

Total Attachments: 1

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ASSIGNMENT OF MARK

WHEREAS PPC Corporation, Inc., ("Assignor") with an address of P.O. Box 93 Pittsburgh Texas 75686-0093, has adopted, used and is using the mark PILGRIM'S PRIDE BO PILGRIM THE DELI ROAST COLLECTION, Application No. 78373611 filed on February 25, 2004.


WHEREAS PPC Marketing, Ltd., ("Assignee") with an address of P.O. Box 93 Pittsburgh Texas 75686-0093, is desirous of acquiring said mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign to Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof.

PPC Corporation, Inc.,

By: 
Name: Dan Limey
Title: Vice-President of Marketing
Date: 6/16/05

PPC Marketing, Ltd.,

By: 
Name: Dan Emery
Title: Vice-President of Marketing
Date: 6/16/05