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PAGE 003/005

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TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

06/16/2005
900026634

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pilgrim's Pride Corporation		06/16/2005	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	PPC Marketing, Ltd.		
Composed Of:	COMPOSED OF Pilgrim's 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 <i>Texas</i>		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76500826	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:	972 659-1275		
Email:	nancynavarro@verizon.net		
Correspondent Name:	Navarro Law Office, P.C.		
Address Line 1:	P.O. Box 168851		
Address Line 4:	Irving, TEXAS 75016		
NAME OF SUBMITTER:	Nancy T. Navarro		
Signature:	/lovella/		
Date:	06/16/2005		

OP 540.00 76500826

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TRADEMARK
REEL: 003169 FRAME: 0305

ASSIGNMENT OF MARK

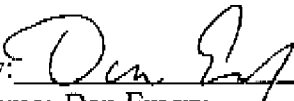
WHEREAS Pilgrim's Pride Corporation, ("Assignor") with an address of P.O. Box 93 Pittsburgh Texas 75686-0093, has adopted, used and is using the mark THE DELI ROAST COLLECTION, Application No. 76500826 filed on February 24, 2003.

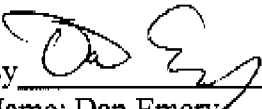
WHEREAS PPC Marketing, Ltd., ("Assignee") with an address of P.O. Box 93 Pittsburgh Texas 75686-0093, is desirous of acquiring said mark;

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.

Pilgrim's Pride Corporation,

PPC Marketing, Ltd.,

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

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