

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
H. J. Heinz Company		12/16/2002	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	ProMark Brands Inc.		
Street Address:	2541 North Stokesberry Place		
City:	Meridian		
State/Country:	IDAHO		
Postal Code:	83642		
Entity Type:	CORPORATION: IDAHO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1362228	CALIFORNIA RANCHERS' BRAND CR	
Registration Number:	1418498	THE "SOUP'R" DRESSINGS PEOPLE	
CORRESPONDENCE DATA			
Fax Number:	(412)456-1035		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-456-1011		
Email:	nancy.linkes@us.hjheinz.com		
Correspondent Name:	H. J. Heinz Company		
Address Line 1:	P. O. Box 57		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15230		
NAME OF SUBMITTER:	Attorney		
Signature:	/Dean A. Bierkan/		
Date:	10/04/2005		

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Total Attachments: 3

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**TRADEMARK
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H. J. Heinz Company to ProMark Brands, Inc.

ASSIGNMENT

THIS ASSIGNMENT by H. J. Heinz Company, a Pennsylvania corporation, with offices located at 600 Grant Street, Pittsburgh, PA 15219 (hereinafter "Assignor"), to ProMark Brands Inc., an Idaho corporation, located at 877 W. Main Street, Suite 604, Boise, Idaho 83702 U.S.A. (hereinafter "Assignee"), is effective as of December 16, 2002.

WHEREAS, Assignor is the owner of certain trademark registrations, which are listed on Schedule A, attached hereto, as well as other unregistered common law trademarks, logos, trade dress and label designs; and

WHEREAS, Assignor has filed certain applications to register certain trademarks, which are listed in Schedule B, attached hereto, in the United States Patent and Trademark Office, based on Assignor's bona fide intent to use the marks on or in connection with the goods identified in the respective applications; and

WHEREAS, Assignee has acquired that portion of the business of Assignor on or in connection with which Assignor has a bona fide intent to use the marks and applications therefore; and

WHEREAS, Assignee is desirous of acquiring all right, title, and interest in and to the registered trademarks, pending applications, unregistered common law trademarks, logos, trade dress, and label designs including the goodwill of the business connected with the use thereof and symbolized thereby.

NOW THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the registered trademarks and pending applications set forth in Schedules A and B, respectively, and to the unregistered common law trademarks, logos, trade dress, and label designs utilized with the registered trademarks and pending applications together with any goodwill of the business symbolized thereby.

ASSIGNEE agrees to execute any and all additional documents that may be necessary from time to time to perfect and record title in Assignee and to carry out the intent of this Assignment.

H. J. HEINZ COMPANY

By: 

Name: JOHN C. CROWE

Title: VICE PRESIDENT

ASSIGNOR'S COMPANY ACKNOWLEDGMENT

COMMONWEALTH OF PENNSYLVANIA

CITY OF PITTSBURGH) ss.:

COUNTY OF ALLEGHENY)

On this 16th day of DECEMBER, 2002, before me personally appeared JOHN C. CROWE

_____ to me known, who, being by me duly sworn, did depose and say that he/she is the _

VICE PRESIDENT of the corporation described herein and which executed the foregoing instrument; that he/she knows the seal of said corporation; that the said seal affixed to said instrument is such corporate seal; that it was affixed by order of the Board of Directors of said corporation and that he/she signed his name thereto by like order.

Ann C. Lovell
Notary Public

(Notarial Seal)

Notarial Seal
Ann C. Lovell, Notary Public
City of Pittsburgh, Allegheny County
My Commission Expires Aug. 31, 2006
Member, Pennsylvania Association of Notaries

EXHIBIT A *

CALIFORNIA RANCHERS' BRAND CR IN DESIGN

1362228

THE "SOUP"R" DRESSINGS PEOPLE

1418498

*Amended. These marks were inadvertently omitted from exhibit originally submitted and recorded 12/23/2002; Reel/Frame: 002631/0678