

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
CONAGRA FOODS, INC.		10/31/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	KELLEY BEAN CO., INC.		
Street Address:	2407 Circle Drive		
Internal Address:	P. O. Box 2488		
City:	Scottsbluff		
State/Country:	NEBRASKA		
Postal Code:	68963-2488		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	943832	BIG ACRE	
CORRESPONDENCE DATA			
Fax Number:	(402)390-9005		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	402 390-9500		
Email:	ip@koleyjessen.com		
Correspondent Name:	Linda Dammann		
Address Line 1:	One Pacific Place, 1125 S 103rd St.		
Address Line 2:	Suite 800		
Address Line 4:	Omaha, NEBRASKA 68124		
ATTORNEY DOCKET NUMBER:	8554-0000		
NAME OF SUBMITTER:	Linda Dammann		
Signature:	/ldd/		

OP \$40.00 943832

Date:

11/29/2005

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into by and between **CONAGRA FOODS, INC.**, a Delaware corporation, having its principal offices at One ConAgra Drive, Omaha, NE 68102-5094 ("Assignor"), and **KELLEY BEAN CO., INC.**, a Nebraska corporation, having its principal offices at 2407 Circle Drive, P.O. Box 2488, Scottsbluff, NE 68963-2488 ("Assignee").

WHEREAS, Assignor is the owner of the following trademark and the associated registrations and/or applications for registration thereof existing in the United States ("Trademark"):

<u>Trademark</u>	<u>Reg. No.</u>
BIG ACRE	943,832

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Trademarks.

NOW THEREFORE, be it known that for Ten Dollars (US\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to said Trademark, together with the goodwill of the business symbolized by said Trademark, any future registrations of said Trademark, all common law rights associated with said Trademark, all causes of action and other rights that may be asserted under said Trademark, the right to sue third parties for infringement of or improper activities regarding said Trademark, and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Effective this 31st day of October, 2005.

CONAGRA FOODS, INC.,
a Delaware corporation.

By: Scott E Messel
Name: SCOTT E. MESSEL
Title: SR. VICE PRESIDENT, TREASURER

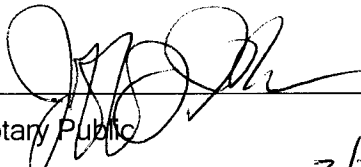
KELLEY BEAN CO., INC.,
a Nebraska corporation.

By: Robert L. Kain Jr
Name: ROBERT L. KAIN JR
Title: PRESIDENT

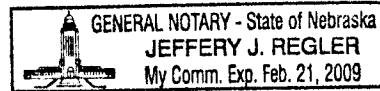
STATE OF NEBRASKA)
) ss:
COUNTY OF DOUGLAS)

I, JEFFERY J. REGLER, Notary Public, do hereby certify that SCOTT E. MESSEL, personally appeared before me, and, upon being duly sworn by me, stated and swore to the following: That (s)he is the duly appointed officer of Assignor, legally constituted for a period of tenure not yet expired, that (s)he is duly appointed and empowered to execute the Trademark Assignment attached hereto for the purposes and consideration therein expressed, and acknowledged that the same was the act of the Assignor.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 27th day of October, 2005.



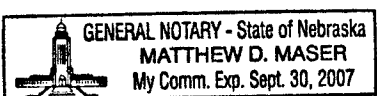
Notary Public
My Commission Expires: 2/21/2009



STATE OF Nebraska)
) ss:
COUNTY OF DeSoto)

I, Matthew D. Maser, Notary Public, do hereby certify that April Kelley, Jr., personally appeared before me, and, upon being duly sworn by me, stated and swore to the following: That (s)he is a duly appointed officer of Assignee, legally constituted for a period of tenure not yet expired, that (s)he is duly appointed and empowered to execute the Trademark Assignment attached hereto for the purposes and consideration therein expressed, and acknowledged that the same was the act of the Assignee.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 31st day of October, 2005.



Matthew D. Maser
Notary Public
My Commission Expires: 9-30-2007

My Commission Expires: _____