

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
The Hearst Corporation		12/09/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Hearst Holdings, Inc.		
Street Address:	959 Eighth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2943181	HEARST RANCH BEEF	
CORRESPONDENCE DATA			
Fax Number:	(212)649-2634		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-639-2032		
Email:	bagdern@hearst.com		
Correspondent Name:	Barry S. Agdern		
Address Line 1:	959 Eighth Avenue		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Barry S. Agdern		
Signature:	/B. Stuart Agdern/		
Date:	12/14/2005		

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Total Attachments: 3
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ASSIGNMENT OF TRADEMARK

WHEREAS, The Hearst Corporation, a corporation organized and existing under the laws of the State of Delaware, U.S.A., with its principal place of business at 959 Eighth Avenue, New York, NY 10019, U.S.A. ("Assignor"), has adopted, owns and is using the Mark "HEARST RANCH BEEF" ("the Mark") in connection with the following goods and/or services: "beef products namely, hot dogs"; and

WHEREAS, Assignor owns a federal registration for the Mark on the Supplemental Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 2,943,181, registered on April 19, 2005; and

WHEREAS, Hearst Holdings, Inc., a corporation organized and existing under the laws of the State of Delaware, U.S.A., with its principal place of business at 959 Eighth Avenue, New York, NY10019, U.S.A., ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

Dated effective as of: December 9, 2005

The Hearst Corporation
("Assignor")


By: Catherine A. Bostron
Name: Catherine A. Bostron
Title: Secretary

Hearst Holdings, Inc.
("Assignee")

By: Catherine A. Bostron
Name: Catherine A. Bostron
Title: Secretary

STATE OF NEW YORK)
COUNTY OF NEW YORK) ss.:

On this 9th day of December, 2005 before me personally came Catherine A. Bostron, to me known, who being by me duly sworn did depose and say: that she is Secretary of The Hearst Corporation, the Corporation described in and which executed the foregoing instrument, and that she is authorized to execute the foregoing instrument on behalf of the said Corporation.



Notary Public

DANIEL A. NOOGER
NOTARY PUBLIC, State of New York
No 02NO4877910
QUALIFIED IN NEW YORK COUNTY
COMMISSION EXPIRES NOV. 3, 2006

STATE OF NEW YORK)
COUNTY OF NEW YORK) ss.:

On this 9th day of December, 2005 before me personally came Catherine A. Bostron, to me known, who being by me duly sworn did depose and say: that she is Secretary of Hearst Holdings, Inc., the Corporation described in and which executed the foregoing instrument, and that she is authorized to execute the foregoing instrument on behalf of the said Corporation.



Notary Public

DANIEL A. NOOGER
NOTARY PUBLIC, State of New York
No. 02NO4877910
QUALIFIED IN NEW YORK COUNTY
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