

TRADEMARK ASSIGNMENT

Electronic 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
Coordinator Co., Ltd.		09/19/2005	CORPORATION: TAIWAN
RECEIVING PARTY DATA			
Name:	Shanghai LongFong Foods, Co. Ltd.		
Street Address:	No. 338, Conglan Road		
Internal Address:	Min Hang District		
City:	Shanghai Municipality		
State/Country:	CHINA		
Entity Type:	CORPORATION: CHINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75641533	LONGFONG	
CORRESPONDENCE DATA			
Fax Number:	(412)456-1035		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412-456-6004		
Email:	nancy.linkes@us.hjheinz.com		
Correspondent Name:	Laura Rau Hillock		
Address Line 1:	H. J. Heinz Company		
Address Line 2:	P. O. Box 57		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15230		
DOMESTIC REPRESENTATIVE			
Name:	Laura Rau Hillock		
Address Line 1:	H. J. Heinz Company		
Address Line 2:	P. O. Box 57		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15230		

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NAME OF SUBMITTER:	Laura Rau Hillock
Signature:	/Laura Rau Hillock/
Date:	12/29/2005
Total Attachments: 1 source=LongFong.Assign#page1.tif	

ASSIGNMENT

WHEREAS, Coordinator Co., Ltd., a corporation organized under the laws of Taiwan and having a place of business at 10F-1, No. 120, Chung Cheng 1st Road, Lin Ya Oist., Kaohsiung, Taiwan ("Assignor"), is the owner of the trademark LONGFONG (the "Mark"), and has applied to register the Mark in the United States under United States Trademark Application No. 75/641,533, filed February 16, 1999 (the "Application"); and

WHEREAS, Shanghai LongFong Foods, Co., Ltd., a foreign invested company limited by shares, incorporated in The People's Republic of China and having a place of business at No. 338, Conglan Road, Min Hang District, Shanghai Municipality, The People's Republic of China ("Assignee"), is desirous of acquiring the Mark and the Application; and

WHEREAS, Assignor has transferred ownership in the entire business of the Applicant/Assignor or the portion of the business to which the Mark pertains to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest to the Mark, including the goodwill appurtenant thereto, said Application and all foreign applications corresponding thereto, and all registrations resulting therefrom, together with all claims for damages by reason of the Mark and the right to sue for and collect the same for its own use and benefit.

Coordinator Co., Ltd.

By: Lee ching yen
Name: LEE CHING YEN
Title: PRESIDENT
Date: September 19th, 2005