

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lea and Perrins, Inc.		01/26/2006	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ProMark Brands Inc.
<b>Street Address:</b>	2541 North Stokesberry Place, Suite 100
<b>City:</b>	Meridian
<b>State/Country:</b>	IDAHO
<b>Postal Code:</b>	83642
<b>Entity Type:</b>	CORPORATION: IDAHO

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Registration Number:	2752694	BURGER BOOSTER
Registration Number:	333197	FROM THE RECIPE OF A NOBLEMAN IN THE COUNTY
Registration Number:	2293447	IF IT'S NOT MARINATED IN LEA & PERRINS,SOMETHING'S MISSING
Registration Number:	332203	LEA & PERRINS
Registration Number:	2213280	LEA & PERRINS THE ORIGINAL WORCESTERSHIRE SAUCE SAME PREMIUM QUALITY SINCE 1835
Registration Number:	68150	LEA & PERRINS
Registration Number:	1468546	LEA & PERRINS WHITE WINE WORCESTERSHIRE SAUCE
Registration Number:	1468545	LEA & PERRINS WHITE WINE WORCESTERSHIRE SAUCE
Registration Number:	2950250	PURE BLEND
Registration Number:	2565971	STRAIGHT TO WOK
Registration Number:	2276618	TAKE THE WAITING OUT OF MARINATING
Registration Number:	1463791	THE FILET MIGNON OF STEAK SAUCE
		LEA & PERRINS WORCESTERSHIRE SAUCE THE ORIGINAL

**CH \$390.00 2752694**

Registration Number:	1239655	AND GENUINE
Registration Number:	2958375	TOP IT OFF
Serial Number:	78442992	ALL ABOUT THE STEAK

**CORRESPONDENCE DATA**

Fax Number: (412)456-1035  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 412-456-1011  
Email: nancy.linkes@us.hjheinz.com  
Correspondent Name: Nancy A. Linkes  
Address Line 1: P. O. Box 57  
Address Line 4: Pittsburgh, PENNSYLVANIA 15219

NAME OF SUBMITTER:	Bonnie L. Pastorius
Signature:	/Bonnie L. Pastorius/
Date:	02/03/2006

Total Attachments: 4  
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**ASSIGNMENT**

WHEREAS, Lea and Perrins, Inc., a Delaware corporation with offices located at 15-01 Pollitt Drive, Fair Lawn, New Jersey 07410, and an indirect wholly-owned subsidiary of H. J. Heinz Company (hereafter, "Lea & Perrins"), is the owner of certain trademark registrations, a list of which is attached hereto as Schedule "A." as well as other unregistered common law trademarks, trade dress, and label designs; and

WHEREAS, ProMark Brands, Inc., a <sup>Idaho</sup>~~Delaware~~ corporation with offices located at 2541 Stokesberry Place, Suite 100, Meridian, Idaho 83642 (hereafter, "ProMark"), is desirous of acquiring all right, title, and interest in and to the registered trademarks, unregistered common law trademarks, trade dress, and label designs, including the goodwill of the trademarks connected with the use thereof and symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Lea & Perrins does hereby assign unto ProMark all right, title, and interest in and to the registered trademarks set forth in Schedule "A," and to the unregistered common law trademarks, trade dress, and label designs utilized with the registered trademarks, together with any goodwill of the trademarks symbolized thereby.

Lea & Perrins agrees to execute any and all additional documents that may be necessary from time-to-time to perfect and record title to the trademarks in ProMark, and to carry out the intent of this Assignment.

LEA AND PERRINS, INC.

BY: \_\_\_\_\_

*Leonard A. Cullo, Jr.*

NAME: Leonard A. Cullo, Jr.

ITS: Vice President-Treasurer

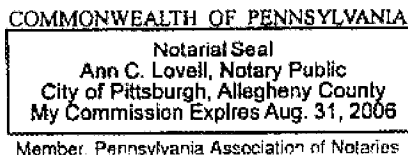
DATE: January 26, 2006

Sworn to and subscribed before me on this 26th day of January, 2006:

*Ann C. Lovell*  
\_\_\_\_\_  
Notary Public

(SEAL)

29142-1  
IP-00027  
01/09/2006



**SCHEDULE A**

Trademark Image Report  
Status: ACTIVE

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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
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**ALL ABOUT THE STEAK**

UNITED STATES	T04546US00	06/29/2004	78/442,992			ALLOWED	30
30 - Sauces.							

**BURGER BOOSTER**

UNITED STATES	T04534US00	11/01/2002	76/463,721	08/19/2003	2,752,694	REGISTERED	30
30 - Sauces.							

**FROM THE RECIPE OF A NOBLEMAN IN THE COUNTY AND DESIGN**



UNITED STATES	T04535US00	09/25/1935	71/369,704	03/10/1936	333,197	REGISTERED	46
46 - Prepared sauce for soups, fish, gravies and meats.							

**IF IT'S NOT MARINATED IN LEA & PERRINS, SOMETHING'S MISSING**

UNITED STATES	T04536US00	12/16/1997	75/406,325	11/16/1999	2,293,447	REGISTERED	30
30 - Sauces.							

**LEA & PERRINS**

UNITED STATES	T04537US00	09/25/1935	71/369,703	02/04/1936	332,203	REGISTERED	46
46 - Prepared sauce for soups, fish, gravies and meats.							

**LEA & PERRINS LABEL**



UNITED STATES	T04538US00	08/19/1996	75/152,537	12/22/1998	2,213,280	REGISTERED	30
30 - Prepared sauces for use in soups and gravies and on fish and meats							

**LEA & PERRINS SIGNATURE AND DESIGN**



UNITED STATES	T04539US00	11/04/1907	71/031,000	03/10/1908	68,150	REGISTERED	30
30 - Sauce.							

COUNTRY REFERENCE# FILED APPL# REGDT REG# STATUS CLASSES

**LEA & PERRINS WHITE WINE WORCESTERSHIRE SAUCE LABEL**



UNITED STATES T04540US00 04/03/1987 73/652,958 12/08/1987 1,468,546 REGISTERED 30

30 - Prepared wine-based sauce for chicken, fish and lighter foods.

**LEA & PERRINS WHITE WINE WORCESTERSHIRE SAUCE OUTER WRAPPER**



UNITED STATES T04541US00 04/03/1987 73/652,957 12/08/1987 1,468,545 REGISTERED 30

30 - Prepared wine-based sauce for chicken, fish and lighter foods.

**PURE BLEND**

UNITED STATES T04547US00 09/24/2003 78/304,700 05/10/2005 2,950,250 REGISTERED 30

30 - Sauces.

**STRAIGHT TO WOK**

UNITED STATES T04542US00 06/21/1999 75/981,448 04/30/2002 2,565,971 REGISTERED 30

30 - Ready-to-eat packaged Asian stir-fry sauces and noodles.

**TAKE THE WAITING OUT OF MARINATING**

UNITED STATES T04543US00 11/19/1997 75/392,492 09/07/1999 2,276,618 REGISTERED 30

30 - Sauces.

**THE FILET MIGNON OF STEAK SAUCE**

UNITED STATES T04544US00 03/27/1987 73/651,692 11/03/1987 1,463,791 REGISTERED 30

30 - Steak sauce.

**THE ORIGINAL AND GENUINE LABEL**



UNITED STATES T04545US00 04/05/1982 73/358,172 05/24/1983 1,239,655 REGISTERED 30

30 - Prepared sauce for soups, fish, gravies and meat.

**TOP IT OFF**

UNITED STATES T04548US00 08/23/2003 78/291,425 05/31/2005 2,958,375 REGISTERED 30  
30 - Sauces.

END OF REPORT

TOTAL ITEMS SELECTED = 15