

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
Pilgrim's Pride Corporation		01/30/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	PPC Marketing, Ltd.		
Composed Of:	COMPOSED OF Pilgrim's Pride Corporation (a Delaware corporation), general partner.		
Street Address:	110 S. Texas Street		
City:	Pittsburgh		
State/Country:	TEXAS		
Postal Code:	75686-0093		
Entity Type:	LIMITED PARTNERSHIP: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2812676	ROCKINGHAM	
CORRESPONDENCE DATA			
Fax Number:	(972)659-1275		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	972 659-1275		
Email:	nancynavarro@verizon.net		
Correspondent Name:	Navarro Law Office, P.C.		
Address Line 1:	P.O. Box 166851		
Address Line 4:	Irving, TEXAS 75016		
ATTORNEY DOCKET NUMBER:	ROCKINHAM ASSIGNMENT		
NAME OF SUBMITTER:	Nancy T. Navarro		
Signature:	/lovella/		
Date:	04/13/2006		

OP \$40.00 2812676

Total Attachments: 1
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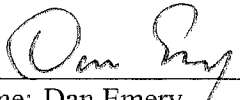
ASSIGNMENT OF MARK

WHEREAS Pilgrim's Pride Corporation, ("Assignor") with an address of 2777 Stemmons Freeway, Suite 850 Dallas TX 75207, has adopted, used and is using the mark ROCKINGHAM, Registration No. 2812676 registered on February 10, 2004.


WHEREAS PPC Marketing, Ltd., ("Assignee") with an address of P.O. Box 93 Pittsburgh Texas 75686-0093, is desirous of acquiring said mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign to Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof.

Pilgrim's Pride Corporation,

By: 
Name: Dan Emery
Title: Vice-President of Marketing
Date: 1/30/06

PPC Marketing, Ltd.,

By: 
Name: Dan Emery
Title: Vice-President of Marketing
Date: 1/30/06