

**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
Nancy's Specialty Foods, Inc.		05/03/2006	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	ProMark Brands, Inc.
Doing Business As:	DBA ProMark Brands, Inc.
Street Address:	2541 North Stokesberry Place, Suite 100
City:	Meridian
State/Country:	IDAHO
Postal Code:	83642
Entity Type:	CORPORATION: IDAHO

**PROPERTY NUMBERS Total: 27**

Property Type	Number	Word Mark
Registration Number:	1801641	CALZINI
Registration Number:	2826442	CHAMPAGNE COLLECTION
Registration Number:	1586989	CLASSIC FRENCH
Registration Number:	1797216	CRUST CUISINE
Registration Number:	2823477	DELI QUICHE
Registration Number:	2565414	FLORENTINE
Serial Number:	78184812	GREAT TO GO
Registration Number:	2573401	KETTLE-RICH
Serial Number:	78374998	MORNING EXPRESS
Registration Number:	1995290	NANCY'S
Registration Number:	1941929	NANCY'S
Registration Number:	1502380	NANCY'S
Registration Number:	2416552	NANCY'S BAGUETTE BITES

CH \$690.00 1801641

Registration Number:	2832014	NANCY'S DELI SPIRALS
Registration Number:	2366203	NANCY'S GREAT ENTERTAINERS
Registration Number:	2877264	NANCY'S
Registration Number:	2813212	NANCY'S DELI QUICHE
Registration Number:	2832105	NANCY'S DELI SPIRALS
Registration Number:	2221217	NANCY'S PARTY SPIRALS
Registration Number:	1757072	NANCY'S PETITE QUICHE
Registration Number:	2023322	NANCY'S PETITE DESSERTS
Registration Number:	2883306	NANCY'S PETITE SOUFFLÉ
Registration Number:	1186044	NANCY'S QUICHE
Registration Number:	2938049	PARTY SPIRALS
Registration Number:	2895479	PETITE SOUFFLE
Registration Number:	1592609	QUICHE MONTEREY
Registration Number:	2776101	SNAPPETIZER!

**CORRESPONDENCE DATA**

Fax Number: (412)456-1035  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 412-456-6004  
Email: sally.stodolsky@us.hjheinz.com  
Correspondent Name: Laura Rau Hillock, Esq.  
Address Line 1: P. O.Box 57  
Address Line 4: Pittsburgh, PENNSYLVANIA 15230

NAME OF SUBMITTER:	Sally A. Stodolsky
Signature:	/Sally A. Stodolsky/
Date:	05/24/2006

Total Attachments: 5  
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**ASSIGNMENT**

WHEREAS, Nancy's Specialty Foods, Inc., a California Corporation with its offices located at Heinz North America, 357 6<sup>th</sup> Avenue, Pittsburgh, Pennsylvania 15222-2530, and an indirect wholly-owned subsidiary of H. J. Heinz Company (hereafter, "Nancy's"), 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 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, Nancy's 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.

Nancy's 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.

NANCY'S SPECIALTY FOODS, INC.

BY: Gilbert Schneider

NAME: Gilbert Schneider

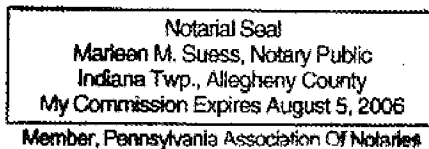
TITLE: President and Chief Executive Officer

DATE: May 3, 2006


Sworn to and subscribed before me on this 3rd day of May, 2006:

Marleen M. Suess

Notary Public  
(SEAL)



**SCHEDULE A**

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>CALZINI</b>							
UNITED STATES	T04299US00	03/12/1990	74/037,146	10/26/1993	1,801,641	REGISTERED	30
<b>CHAMPAGNE COLLECTION</b>							
UNITED STATES	T04494US00	07/08/2002	78/142,050	03/23/2004	2,826,442	REGISTERED	30
<b>CLASSIC FRENCH</b>							
UNITED STATES	T04495US00	11/07/1988	73/462,138	03/13/1990	1,586,989	REGISTERED	30
<b>CRUST CUISINE (STYLIZED)</b>							
							
UNITED STATES	T04496US00	08/06/1992	74/302,451	10/05/1993	1,797,216	REGISTERED	30
<b>DELI QUICHE &amp; DESIGN</b>							
							
UNITED STATES	T04497US00	04/24/2003	78/241,588	03/16/2004	2,823,477	REGISTERED	30
<b>FLORENTINE</b>							
UNITED STATES	T04498US00	04/27/2001	78/060,805	04/30/2002	2,565,414	REGISTERED	30

**GREAT TO GO**

UNITED STATES	T04499US00	11/13/2002	78/184,812			ALLOWED	30
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**KETTLE-RICH**

UNITED STATES	T04500US00	04/12/2001	76/239,792	05/28/2002	2,573,401	REGISTERED	29
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**MORNING EXPRESS**

UNITED STATES	T04502US00	02/26/2004	78/374,998			ALLOWED	29
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**NANCY'S**

UNITED STATES	T04503US00	08/02/1995	74/710,079	08/20/1996	1,995,290	REGISTERED	30
UNITED STATES	T04503US01	07/06/1992	74/291,065	12/19/1995	1,941,929	REGISTERED	30

**NANCY'S & DESIGN (FORM I)**

UNITED STATES	T04504US00	10/08/1987	73/688,672	08/30/1988	1,502,380	REGISTERED	30
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**NANCY'S BAGUETTE BITES**

UNITED STATES	T04506US00	06/08/1999	75/723,702	12/26/2000	2,416,552	REGISTERED	30
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**NANCY'S DELI SPIRALS**

UNITED STATES	T04508US00	03/20/2003	78/228,021	04/13/2004	2,832,014	REGISTERED	30
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**NANCY'S GREAT ENTERTAINERS**

UNITED STATES	T04510US00	06/08/1999	75/724,079	07/11/2000	2,366,203	REGISTERED	30
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NANCY'S IN FLAG LOGO



UNITED STATES T04505US00 03/20/2003 78/227,993 08/24/2004 2,877,264 REGISTERED

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NANCY'S IN FLAG LOGO AND DELI QUICHE & DESIGN



UNITED STATES T04507US00 04/24/2003 78/241,580 02/10/2004 2,813,212 REGISTERED

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NANCY'S IN FLAG LOGO AND DELI SPIRALS (STYLIZED)



UNITED STATES T04509US00 05/19/2003 78/251,711 04/13/2004 2,832,105 REGISTERED

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NANCY'S PARTY SPIRALS & DESIGN



UNITED STATES T04511US00 05/09/1997 75/289,353 02/02/1999 2,221,217 REGISTERED

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NANCY'S PETITE QUICHE

UNITED STATES T04513US00 11/25/1991 74/225,287 03/09/1993 1,757,072 REGISTERED

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**NANCY'S PETITE DESSERTS & DESIGN**

UNITED STATES T04512US00 08/15/1995 74/715,612 12/17/1996 2,023,322 REGISTERED

**NANCY'S PETITE SOUFFLÉ IN SOLID BLOCK FORM**

**NANCY'S PETITE SOUFFLÉ**

UNITED STATES T04514US00 05/19/2003 78/251,702 09/07/2004 2,883,306 REGISTERED

**NANCY'S QUICHE**

UNITED STATES T04515US00 04/08/1980 73/257,293 01/12/1982 1,186,044 REGISTERED

**PARTY SPIRALS**

UNITED STATES T04516US00 02/25/2004 78/374,047 04/05/2005 2,938,049 REGISTERED



**PETITE SOUFFLÉ & DESIGN**

UNITED STATES T04517US00 05/27/2003 78/254,880 10/19/2004 2,895,479 REGISTERED

**QUICHE MONTEREY**

UNITED STATES T04518US00 09/19/1988 73/752,447 04/17/1990 1,592,609 REGISTERED

**SNAPPETIZER!**

UNITED STATES T04519US00 06/06/2000 76/062,454 10/21/2003 2,776,101 REGISTERED

END OF REPORT

TOTAL ITEMS SELECTED =