

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/19/1966		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Idaho Frozen Foods Corp.		06/19/1986	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Universal Foods Corporation		
Street Address:	433 East Michigan Street		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53202		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1391737	PUF-ETTES	
CORRESPONDENCE DATA			
Fax Number:	(703)683-8009		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	703.683.8006		
Email:	vaughntodd@aol.com		
Correspondent Name:	Todd A. Vaughn		
Address Line 1:	3150 Commonwealth Avenue		
Address Line 4:	Alexandria, VIRGINIA 22305		
NAME OF SUBMITTER:	Todd A. Vaughn		
Signature:	/Todd A. Vaughn/		
Date:	08/08/2006		

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REEL: 003364 FRAME: 0240

Total Attachments: 2

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### ASSIGNMENT

WHEREAS, Idaho Frozen Foods Corp., a Delaware corporation, hereinafter referred to as "Assignor," is the sole and exclusive owner of the entire right, title and interest in and to all trademarks, registrations and applications therefor specifically identified below, together with the goodwill of the business with which said trademarks are used and which are symbolized by said trademarks;

WHEREAS, Universal Foods Corporation, a Wisconsin corporation, located and doing business at 433 East Michigan Street, Milwaukee, Wisconsin 53202, hereinafter referred to as "Assignee," is desirous of acquiring all right, title and interest in and to the aforesaid trademarks, registrations and applications therefor, and the goodwill of the business with which said trademarks are used and which are symbolized by said trademarks;

NOW THEREFORE, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, and with the consent and approval of its Board of Directors, Assignor hereby sells, transfers, conveys and assigns unto Assignee all right, title and interest in and to the aforesaid trademarks, registrations and applications therefor specifically identified below, together with the goodwill of the business with which said trademarks are used and which are symbolized by said trademarks.

### U.S. Trademark Registrations

<u>Trademark</u>	<u>Registration No.</u>
IDAHO FROZEN FOODS	1,326,480
IDAHO ORIGINAL	1,289,565
IDA-TREAT	832,620
QUALITY SPUD	1,308,468
PUF-ETTES	1,391,737
RUMPLE SPUD-SKINS	1,249,165
RUS-ETTES	747,928
RUS-IDA	832,619
SNOW FLAKE DESIGN	1,342,932
SPUD SKIN	1,289,566
WEDGE SKINS	1,289,567

Applications for Trademark Registration

POTATOES PLUS

530,639

This Assignment shall be effective on June 19, 1986.

Executed this 19th day of June, 1986.

IDAHO FROZEN FOODS CORP.

By

T. M. O'Reilly  
T. M. O'Reilly  
Vice President

ATTEST

L. S. Drake  
Secretary

[SEAL]

STATE OF WISCONSIN )  
 ) SS.  
COUNTY OF MILWAUKEE )

I, Annette Schiele a Notary Public in and for said County in the State aforesaid, do hereby certify that T. M. O'Reilly, Vice President of IDAHO FROZEN FOODS CORP., a Delaware corporation, and L. S. DRAKE, Secretary of said corporation, personally known to me to be the same persons whose names are subscribed to the foregoing instrument as Vice President and Secretary, respectively, appeared before me this day in person and acknowledged that they signed and delivered said instrument as their free and voluntary act and the act of said corporation for the uses and purposes therein set forth, and the said Secretary acknowledged that as custodian of the corporate seal of said corporation she did affix the corporate seal to said instrument as her free and voluntary act and as of the act of the corporation, for the uses and purposes therein set forth.

Given under my hand and notarial seal this 19th day of June, 1986.

[SEAL]

Annette Schiele  
Notary Public

My commission expires 10/25/87

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