

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
Maple Leaf Foods Inc.		06/01/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	Maple Leaf Consumer Foods Inc./Les Aliments De Consommation Maple Leaf Inc.		
Street Address:	321 Courtland Avenue East		
Internal Address:	P.O. Box 130		
City:	Kitchener		
State/Country:	CANADA		
Postal Code:	N2G 3X8		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78777056	LIFESTYLE BETTER CHOICES FOR YOU AND YOUR FAMILY	
Serial Number:	78777086	SCHNEIDERS OH NATUREL!	
Serial Number:	78778860	OH NATUREL!	
CORRESPONDENCE DATA			
Fax Number:	(519)822-1583		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	519.780.4650		
Email:	lgraham@millerthomson.ca		
Correspondent Name:	Lorelei G. Graham		
Address Line 1:	Ontario AgriCentre, 100 Stone Road West		
Address Line 2:	Suite 301		
Address Line 4:	Guelph, CANADA N1G 5L3		
ATTORNEY DOCKET NUMBER:	058830.0003		

CH \$90.00 78777056

DOMESTIC REPRESENTATIVE

900055472

**TRADEMARK
 REEL: 003367 FRAME: 0599**

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Lorelei G. Graham

Signature:

/Lorelei G. Graham/

Date:

08/11/2006

Total Attachments: 2

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ASSIGNMENT

WHEREAS, MAPLE LEAF FOODS INC., a corporation incorporated under the laws of the Province of Ontario, and having a place of business at 30 St. Clair Avenue West, Toronto, Ontario, Canada M4V 3A2, hereafter referred to as Assignor, is the owner of the trademarks identified in the attached Schedule "A";

AND WHEREAS, MAPLE LEAF CONSUMER FOODS INC./LES ALIMENTS DE CONSOMMATION MAPLE LEAF INC., a corporation incorporated under the laws of the Province of Ontario, and having a place of business at 321 Courtland Avenue East, P.O. Box 130, Kitchener, Ontario, Canada N2G 3X8, hereafter referred to as Assignee, is desirous of acquiring all right, title and interest in and to the said trademarks for Canada and the United States together with the goodwill of the business associated with such use and symbolized by the said trademarks and the aforesaid applications and registrations;

AND WHEREAS the Assignor is willing to sell, assign, transfer and convey such rights unto Assignee to the said trademarks for Canada and the United States together with the goodwill of the business associated with its use and symbolized by the said trademarks and the aforesaid applications and registrations absolutely;

NOW THEREFORE in consideration of the payment to the said Assignor by the Assignee of the sum of ONE DOLLAR (\$1.00) in the lawful money of Canada and other good and valuable consideration, the receipt of which is hereby acknowledged by the said Assignor, the said Assignor does hereby sell, assign, transfer, and convey unto the Assignee its successors and assigns, all of its right, title and interest in and to the said trademarks in any country to be filed, and any applications and registrations now existing or hereinafter arising in Canada and the United States the same to be held and enjoyed by the Assignee as it would have been held and enjoyed by the said Assignor had the sale, assignment, transfer, and conveyance not been made.

THE said Assignor hereby further agrees, undertakes and covenants that it will sign or execute such further documents, assurances, applications, instruments or any other writing that may be requested by the Assignee or its legal representatives for the purpose of obtaining or issuing any registrations for the said trademarks in order that all of its right, title and interest in the same may be vested in the Assignee, its successors and assigns.

EXECUTED at Toronto, Province of Ontario, on June 1, 20 06

Maple Leaf Foods Inc.

Barbara Walsh

Witness:

[Signature]

EXECUTED at Kitchener, Province of Ontario on May 24, 20 06

Maple Leaf Consumer Foods Inc./Les Aliments De
Consommation Maple Leaf Inc.

Deborah Mafziger

Witness:

[Signature]

SCHEDULE "A"

CANADIAN TRADE-MARKS

MARK	APPLN. NO.	FILING DATE
SCHNEIDER'S HOT STUFFS & Design	1,281,514	November 18, 2005
BARON BRAND	1,281,515	November 18, 2005

U.S. TRADE-MARKS

MARK	APPLN. NO.	FILING DATE
BETTER CHOICES FOR YOU AND YOUR FAMILY & Design	78/777056	December 20, 2005
SCHNEIDERS OH NATUREL! & Design	78/777086	December 20, 2005
OH NATUREL! & Design	78/778860	December 22, 2005