

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
Valley Fresh, Inc.		08/21/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Hormel Foods, LLC		
Street Address:	1 Hormel Place		
City:	Austin		
State/Country:	MINNESOTA		
Postal Code:	55912		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1842461	VALLEY FRESH	
Registration Number:	2445042	POLLO A SU GUSTO	
Registration Number:	2851777	PICKET FENCE POULTRY FARMS	
Registration Number:	1151154	VALLEY FRESH	
Registration Number:	1440756	NEST BEST	
CORRESPONDENCE DATA			
Fax Number:	(507)437-5135		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	507-437-5248q		
Email:	kcjones@hormel.com		
Correspondent Name:	Kevin C. Jones		
Address Line 1:	1 Hormel Place		
Address Line 4:	Austin, MINNESOTA 55912		
NAME OF SUBMITTER:	Kevin C. Jones		

OP \$140.00 1842461

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TRADEMARK
REEL: 003375 FRAME: 0940

Signature:	/Kevin C. Jones/
Date:	08/23/2006
Total Attachments: 2 source=Signed Trademark Assignment#page1.tif source=Signed Trademark Assignment#page2.tif	

ASSIGNMENT

WHEREAS, Valley Fresh, Inc., a Delaware corporation, is the owner of certain rights with respect to the following trademark registrations.

Trademarks	Registration No.	Registration Date
VALLEY FRESH & Design	1,842,461	June 28, 1994
POLLO A SU GUSTO	2,445,042	April 17, 2001
PICKET FENCE POULTRY FARMS	2,851,777	June 8, 2004
VALLEY FRESH	1,151,154	April 14, 1981
NEST BEST	1,440,756	May 26, 1987

WHEREAS, Hormel Foods, LLC, a Minnesota limited liability company, having an office at 1 Hormel Place, Austin, Minnesota is desirous of acquiring any and all rights which Valley Fresh, Inc. has in said trademarks and the goodwill of the business of Valley Fresh, Inc. in connection with said trademarks.

NOW, THEREFORE, to all whom it may concern:

Be it known that for substantial consideration, the receipt of which is hereby acknowledged, said Valley Fresh, Inc. does hereby sell, assign and transfer unto said Hormel Foods, LLC its entire right, title and interest in and to the said listed trademarks, together with the goodwill of the business symbolized by the marks, and the above identified registrations thereof.

Valley Fresh, Inc.

By: Brian D. Johnson
Title: Secretary

State of MINNESOTA)
County of MOWER)ss
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On this 21st day of AUGUST, 2006, before me, a notary public, appeared the person who signed this instrument, who acknowledged that (s)he signed it as his/her free act on behalf of Valley Fresh, Inc. with authority to do so.

Kara R Mallory
Notary Public

