

**TRADEMARK ASSIGNMENT**

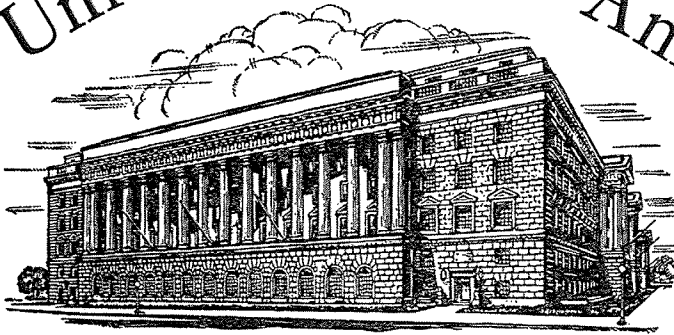
Electronic Version v1.1  
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|                                  |  |                       |                       |
|----------------------------------|--|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>     | Nunc Pro Tunc Evidence of Chain of Title   |                       |                       |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                       |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>    |
| Hecker H-O Company               |  | 04/01/1943            | CORPORATION: NEW YORK |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                       |
| <b>Name:</b>                     | The Best Foods, Inc.   |                       |                       |
| <b>Street Address:</b>           | 88 Lexington Avenue  |                       |                       |
| <b>City:</b>                     | New York   |                       |                       |
| <b>State/Country:</b>            | NEW YORK   |                       |                       |
| <b>Postal Code:</b>              | 10016-8943   |                       |                       |
| <b>Entity Type:</b>              | CORPORATION: NEW JERSEY  |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                       |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                       |
| Registration Number:             | 0217379  | CREAM                 |                       |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                       |
| <b>Fax Number:</b>               | (312)655-1501  |                       |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                       |
| <b>Phone:</b>                    | 312-655-1500   |                       |                       |
| <b>Email:</b>                    | jambrogi@welshkatz.com   |                       |                       |
| <b>Correspondent Name:</b>       | John L. Ambrogi  |                       |                       |
| <b>Address Line 1:</b>           | 120 South Rivrside Plaza   |                       |                       |
| <b>Address Line 2:</b>           | Suite 2200   |                       |                       |
| <b>Address Line 4:</b>           | Chicago, ILLINOIS 60606  |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 1428-46220   |                       |                       |
| <b>NAME OF SUBMITTER:</b>        | John L. Ambrogi  |                       |                       |
| <b>Signature:</b>                | /jla/  |                       |                       |
| <b>Date:</b>                     | 10/10/2006   |                       |                       |

**CH \$40.00 0217379**

Total Attachments: 1  
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The United States of America



UNITED STATES PATENT OFFICE

Certificate of Renewal

Application having been made by *The Best Foods, Inc.*, of New York, N. Y., a corporation of New Jersey, which has made a showing of ownership of the trade-mark originally registered to *Hecker-H-O Company, Inc.*, the registrant named in Certificate of Trade-Mark Registration No. 217,379 issued August 31, 1926 for the renewal of such Certificate, and the renewal fee required by law having been paid;

This is to certify that said Certificate of Registration No. 217,379, has been renewed, covering the trade-mark shown on the drawing for the goods specified in the statement, copies of which drawing and statement are hereto annexed, and will remain in force for twenty years from August 31, 1946 unless sooner terminated by law.

In Testimony Whereof I have hereunto set my hand and caused the seal of the PATENT OFFICE to be affixed, at the city of Washington, this twenty-fourth day of September, in the year of our Lord one thousand nine hundred and forty-six, and of the independence of the United States the one hundred and seventy-first.

*Casper W. Ooms*  
Commissioner of Patents.

ATTEST:

*E. L. Reynolds*  
Law Examiner.

TRADEMARK