

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| National Pork Producers Council | | 10/03/2006 | Non-Profit Corporation: IOWA |
| RECEIVING PARTY DATA | | | |
| Name: | National Pork Board | | |
| Street Address: | 1776 N.W. 14th Street | | |
| City: | Clive | | |
| State/Country: | IOWA | | |
| Postal Code: | 50325 | | |
| Entity Type: | Board created under a federal statute: UNITED STATES | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1418703 | PORK | |
| Registration Number: | 1486548 | THE OTHER WHITE MEAT | |
| Registration Number: | 3126072 | THE OTHER WHITE MEAT | |
| Registration Number: | 3129186 | THE OTHER WHITE MEAT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (310)282-2200 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Email: | dgrace@loeb.com | | |
| Correspondent Name: | David W. Grace c/o Loeb & Loeb LLP | | |
| Address Line 1: | 10100 Santa Monica Boulevard | | |
| Address Line 2: | Suite 2200 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90067-4120 | | |
| ATTORNEY DOCKET NUMBER: | 200594-10001 | | |
| NAME OF SUBMITTER: | David W. Grace | | |

CH \$115.00 1418703

Signature:

/David W. Grace/

Date:

10/09/2006

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, National Pork Producers Council, an Iowa non-profit corporation with a principal business address at 10664 Justin Drive, Urbandale, Iowa 50322, USA (hereinafter called "ASSIGNOR"), is the owner of all right, title and interest in and to the trademarks identified on Exhibit "A" attached hereto (the "MARKS") together with all trademark registrations and applications with regard to the MARKS; and

WHEREAS, National Pork Board, an instrumentality of the United States of America created under the Pork Promotion Research and Consumer Information Act of 1985, as amended, with a principal business address at 1776 N.W. 114th Street, Clive, Iowa 50325, USA (hereinafter called "ASSIGNEE"), desires to acquire all right, title and interest in and to the MARKS together with all trademark registrations and applications with regard to the MARKS:

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

1. BE IT KNOWN that for and in consideration of good and valuable consideration paid to ASSIGNOR by said ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, said ASSIGNOR, by these presents does hereby sell, assign, set over and transfer unto the said ASSIGNEE its successors, legal representatives or assigns, the entire right, title and interest in and to the MARKS and any applications or registrations therefore in the United States or elsewhere in the world, together with the business goodwill symbolized by the MARKS; and
2. ASSIGNOR HEREBY covenants and it has the full right to convey the entire rights, titles and interests herein assigned and that it has not executed and will not execute any assignment or other instrument in conflict herewith; and
3. ASSIGNOR HEREBY further covenants and agrees to execute and deliver to said ASSIGNEE on request all lawful papers required to make any of the foregoing provisions effective; and to perform the aforesaid executing and delivering without any payment therefore except expenses.

For ASSIGNOR:

NATIONAL PORK PRODUCERS COUNCIL

By: 

Neil Dierks, CEO and Secretary

10-3-06

For ASSIGNEE:

NATIONAL PORK BOARD

By: Steven D. Murphy
Steven D. Murphy, Chief Executive Officer

10-3-06



EXHIBIT "A"

Registered Trademarks and Service Marks:

- 1) "PORK and Design", Registration Number 1418703
- 2) "THE OTHER WHITE MEAT", Registration Number 1486548
- 3) "THE OTHER WHITE MEAT and Design", Registration Number 3126072
- 1) "THE OTHER WHITE MEAT", Registration Number 3129186

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