

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
ConAgra Brands, Inc.		10/02/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Butterball, LLC
Street Address:	1628 Garners Chapel Road
City:	Mt. Olive
State/Country:	NORTH CAROLINA
Postal Code:	28365
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	78875606	BUTTERBALL
Serial Number:	78843419	BUTTERBALL
Registration Number:	2388021	BUTTERBALL
Registration Number:	1400556	BUTTERBALL
Registration Number:	2687114	BUTTERBALL
Registration Number:	1151836	BUTTERBALL
Serial Number:	78825485	FRESH TRACE
Registration Number:	2684680	HAPPY THANKSGRILLING
Registration Number:	1514743	L LONGMONT
Registration Number:	1194059	LI'L BUTTERBALL
Registration Number:	1514742	LONGMONT
Registration Number:	2935601	PREMIUM CARVED
Registration Number:	2427463	ROASTER CLASSICS
Registration Number:	2640812	SIMPLE TRADITIONS

OP \$415.00 78875606

Registration Number:	2702313	THE BEST OF ALL IS BUTTERBALL
Registration Number:	3146068	THE BEST TURKEY MAKES THE BEST TURKEY SANDWICH

CORRESPONDENCE DATA

Fax Number: (336)607-7500
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: wstrademarks@kilpatrickstockton.com
 Correspondent Name: William M. Bryner, Esq.
 Address Line 1: 1001 West Fourth Street
 Address Line 4: Winston-Salem, NORTH CAROLINA 27101

ATTORNEY DOCKET NUMBER:	56992-333472
NAME OF SUBMITTER:	William M. Bryner
Signature:	/William M. Bryner/
Date:	10/18/2006

Total Attachments: 2
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UNITED STATES TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into by and between CONAGRA BRANDS, INC., a Delaware corporation, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102 ("Assignor"), and BUTTERBALL, LLC, a North Carolina limited liability company, having its principal offices at 1628 Garners Chapel Road, Mt. Olive, North Carolina 28365 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and the associated registrations and/or applications for registration thereof existing in the United States listed on Exhibit "A" hereto ("Trademarks"):

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Trademarks.

NOW THEREFORE, be it known that for Ten Dollars (US\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, as a successor to that portion of the ongoing and existing business of Assignor to which said Trademarks pertain, all of Assignor's right, title and interest in the United States in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks, any future registrations of said Trademarks, all common law rights associated with said Trademarks, all causes of action and other rights that may be asserted under said Trademarks, the right to sue third parties for infringement of or improper activities regarding said Trademarks, and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Signed this 2nd day of October, 2006.

CONAGRA BRANDS, INC.

BUTTERBALL, LLC

By: *William J. Helm Jr.*
Name: William J. Helm Jr.
Title: Authorized Representative

By: *Edward Kasuya*
Name: EDWARD KASUYA
Title: CFO

EXHIBIT "A"

<u>Mark</u>	<u>App. #</u>	<u>Reg. #</u>
BUTTERBALL	78/875,606	
BUTTERBALL	78/843,419	
BUTTERBALL	75/077,704	2,388,021
BUTTERBALL	73/553,213	1,400,556
BUTTERBALL	76/104,479	2,687,114
BUTTERBALL AND DESIGN	73/245,076	1,151,836
FRESH TRACE	78/825,485	
HAPPY THANKSGRILLING	76/353,823	2,684,680
L LONGMONT AND DESIGN	73/700,209	1,514,743
LI'L BUTTERBALL	73/156,479	1,194,059
LONGMONT	73/700,206	1,514,742
PREMIUM CARVED	76/521,096	2,935,601
ROASTER CLASSICS	75/659,514	2,427,463
SIMPLE TRADITIONS	76/237,545	2,640,812
THE BEST OF ALL IS BUTTERBALL	76/404,405	2,702,313
THE BEST TURKEY MAKES THE BEST TURKEY SANDWICH	76/623,428	3,146,068