

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ProMark Brands Inc.		09/21/2006	CORPORATION: IDAHO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HP Foods Limited		
<b>Street Address:</b>	1371 Mollison Avenue		
<b>City:</b>	Enfield, Middlesex		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	EN3 7JZ		
<b>Entity Type:</b>	CORPORATION: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78828558	HP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(412)456-1035		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	412-456-6004		
<b>Email:</b>	sally.stodolsky@us.hjheinz.com		
<b>Correspondent Name:</b>	Sabrina J. Hudson		
<b>Address Line 1:</b>	P. O. Box 57		
<b>Address Line 4:</b>	Pittsburgh, PENNSYLVANIA 15230		
<b>ATTORNEY DOCKET NUMBER:</b>	IP-00027		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			

CH \$40.00 78828558

Address Line 4:

NAME OF SUBMITTER:

Sally A. Stodolsky

Signature:

/Sally A. Stodolsky/

Date:

10/31/2006

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, ProMark Brands Inc., an Idaho corporation located at 2541 North Stokesberry Place, Suite 100, Meridian, Idaho 83642 ("ProMark") is the owner of U.S. Trademark Application Serial No. 78/828,558 for the mark HP (the "558 Trademark Application"); and

WHEREAS, HP Foods Limited, an England and Wales corporation located at 1371 Mollison Avenue, Enfield, Middlesex, United Kindgom EN3 7JZ ("HP Foods") is desirous of acquiring all right, title and interest in and to the '558 Trademark Application, including the goodwill of the business connected with the use thereof and symbolized thereby.

NOW THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, ProMark does hereby assign to HP Foods all right, title and interest in and to the '558 Trademark Application together with any goodwill of the business symbolized thereby.

ProMark agrees to execute any and all additional documents that may be necessary to protect and record title to the '558 Trademark Application to HP Foods.

Dated this 21<sup>st</sup> day of September 2006.

ProMark Brands Inc.

*D. Guinness*  
Name: *D. Guinness*  
Title: *Assistant Secretary*

Subscribed and sworn to before me this 21<sup>st</sup> day of September 2006.

*Ann C. Lovell*  
Notary Public

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Ann C. Lovell, Notary Public  
City Of Pittsburgh, Allegheny County  
My Commission Expires Aug. 31, 2010  
Member, Pennsylvania Association of Notaries