

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the serial numbers 76664900, 76664944, 76664964, 76664983, 76664991 and 76665005. Remove from the filing previously recorded on Reel 003359 Frame 0091. Assignor(s) hereby confirms the trademark assignment.

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Meow Mix Company		07/31/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Del Monte Corporation
Street Address:	P.O. Box 193575
Internal Address:	One Market @ The Landmark
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94119-3575
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	76510334	MR. MEOW

**CORRESPONDENCE DATA**

Fax Number: (617)951-8736  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 617-951-8000  
 Email: eileen.sullivan@bingham.com  
 Correspondent Name: Eileen Sullivan  
 Address Line 1: Bingham McCutchen LLP  
 Address Line 2: 150 Federal Street  
 Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	CORRECTIVE DMC ASSIGNMENT
NAME OF SUBMITTER:	Eileen Sullivan

OP \$40.00 76510334

Signature:	/eileen sullivan/
Date:	11/15/2006
<p>Total Attachments: 21 source=meow#page1.tif source=meow#page2.tif source=meow#page3.tif source=meow#page4.tif source=meow#page5.tif source=meow#page6.tif source=meow#page7.tif source=meow#page8.tif source=meow#page9.tif source=meow#page10.tif source=meow#page11.tif source=meow#page12.tif source=meow#page13.tif source=meow#page14.tif source=meow#page15.tif source=meow#page16.tif source=meow#page17.tif source=meow#page18.tif source=meow#page19.tif source=meow#page20.tif source=meow#page21.tif</p>	

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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**08/01/2006**  
**900054556**

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Meow Mix Company		07/31/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Del Monte Corporation
<b>Street Address:</b>	P.O. Box 193575
<b>Internal Address:</b>	One Market @ The Landmark
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94119-3575
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 66**

Property Type	Number	Word Mark
Registration Number:	0984825	TASTES SO GOOD CATS ASK FOR IT BY NAME!
Registration Number:	1359527	ALLEY CAT
Registration Number:	1995276	MEOW MIX
Registration Number:	2004697	THE ONLY CAT FOOD CATS ASK FOR BY NAME
Registration Number:	2365313	MEOW MIX
Registration Number:	2468347	
Registration Number:	2521864	MEOW MIX MOBILE DELIVERING THE GREAT TASTE CATS ASK FOR BY NAME!
Registration Number:	2770134	MEOW MORSELS
Registration Number:	2768005	MEOW-A-LOT
Registration Number:	2798972	MEOW
Registration Number:	2815813	MEOW TV
Registration Number:	2845969	MEOW NIPS
Registration Number:	2805635	MEOW CENTRAL

OP \$1665.00 0984625

Registration Number:	2835286	MEOW MIX
Registration Number:	2867575	NEW LOOK SAME GREAT TASTE! ALLEY CAT
Serial Number:	76510334	MR. MEOW
Registration Number:	2850526	CAT YOGA
Serial Number:	76528168	MRS. MEOW
Serial Number:	76544369	ME-O
Serial Number:	76544367	MEOW MILK
Registration Number:	3042280	FILLET MEOW
Registration Number:	3002402	WHAT'S THE CATCH?
Registration Number:	3013656	GOBBLISCIOUS
Registration Number:	2960649	HOOK, LINE AND SINKER
Registration Number:	2960648	UPSTREAM DREAM
Registration Number:	3007692	SURF 'N TURF
Registration Number:	3042279	CLUCK-A-DOODLE-DOO
Registration Number:	2977989	DEEP SEA DELIGHT
Serial Number:	76580854	KEEPING KIDS HAPPY
Serial Number:	76584764	KEEPING CATS HAPPY
Registration Number:	3012803	MEOW MIX ON THE GO
Registration Number:	2983759	MEOW-O-SCOPE
Serial Number:	76598336	MEOWABONE
Registration Number:	3005573	MEOW MIX CAFE
Serial Number:	76617872	MAINE ATTRACTION
Serial Number:	76617874	ON A WING AND A PRAWN
Serial Number:	76617871	ALLIE CAT
Registration Number:	3022746	MEOW MIX
Serial Number:	76621015	TASTES SO GOOD KITTENS ASK FOR IT BY NAME!
Serial Number:	78592793	MEOW MIX
Serial Number:	78592554	MEOW MIX
Serial Number:	78575465	
Serial Number:	78575450	
Serial Number:	78575428	
Serial Number:	78575382	
Serial Number:	78580552	MEOW
Serial Number:	78590598	KITTY CLUBHOUSE
Serial Number:	78592797	"MEOW!"

Serial Number:	78621277	SQUIRTS
Serial Number:	78636342	MEOW MIX
Serial Number:	78638405	MEOW
Serial Number:	78638423	MARKET SELECT
Serial Number:	76664900	
Serial Number:	78664944	
Serial Number:	76664964	
Serial Number:	76664983	
Serial Number:	76664991	
Serial Number:	76665005	
Serial Number:	78851616	
Serial Number:	78851631	
Serial Number:	78851569	
Serial Number:	78762020	THE MEOW MIX HOUSE
Serial Number:	78795618	MEOW MIX HOUSE
Serial Number:	78795342	MEOW MIX
Serial Number:	78802731	VERY IMPORTANT CAT
Serial Number:	78814792	CAT'S MEOW

## CORRESPONDENCE DATA

Fax Number: (617)951-8738  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 617-951-8144  
 Email: eileen.sullivan@bingham.com  
 Correspondent Name: Eileen Sullivan  
 Address Line 1: Bingham McCutchen LLP  
 Address Line 2: 150 Federal Street  
 Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	TRADEMARKS
NAME OF SUBMITTER:	Eileen Sullivan
Signature:	/eileen sullivan/
Date:	08/01/2006

Total Attachments: 23  
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## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** ("Assignment"), is entered into by and between The Meow Mix Company, a corporation organized and existing under the laws of the State of Delaware, having an address of 400 Plaza Drive, 1<sup>st</sup> Floor, Secaucus, New Jersey 07094 ("Assignor"), and Del Monte Corporation, a corporation organized and existing under the laws of Delaware, having an address of P.O. Box 193575, One Market @ The Landmark, San Francisco, California 94119-3575 ("Assignee"), and is effective as of July 31, 2006 ("Effective Date").

WHEREAS, Assignor has adopted, is using and is the owner of all right, title, interest, and goodwill in and to the trademarks, service marks, trade names, common-law marks, and other indicia of origin listed in the attached Schedule A (the "Marks");

WHEREAS, Assignor has entered into an Asset Transfer Agreement as of a date even herewith (the "Asset Transfer Agreement") with Assignee;


**NOW, THEREFORE**, pursuant to the Asset Transfer Agreement, Assignor does hereby assign, sell and transfer unto Assignee for good and valuable consideration, the receipt, sufficiency and adequacy of which are hereby acknowledged, all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the right to sue for past infringement thereof, any registrations therefor, and all benefit of the Marks. Assignor does further consent to the recordation of this Assignment with any governmental agency.

Assignor agrees, without further consideration, to execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to Assignee the right, title and interest conveyed herein, and to take such further actions as may be reasonably requested by Assignee in order to carry out the provisions and purposes of this Assignment including, without limitation, to execute one or more further assignments covering the Marks in a form acceptable for recordation in both the United States Patent and Trademark Office and in foreign trademark offices.

*[Remainder of Page Intentionally Left Blank]*

ASSIGNOR:

THE MEOW MIX COMPANY

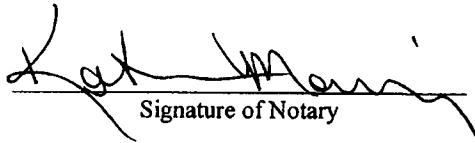
By:   
Thomas E. Gibbons  
Vice President and Treasurer

State of California        )  
  )  
County of San Francisco    )

On July 24, 2006 before me, Katherine Manning, Notary Public, personally appeared Thomas E. Gibbons, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

  
Signature of Notary


[Signature page to Trademark Assignment]



The foregoing trademark assignment is hereby accepted as of the Effective Date.

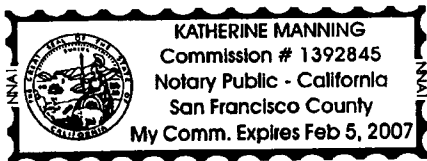
**ASSIGNEE:**

**DEL MONTE CORPORATION**

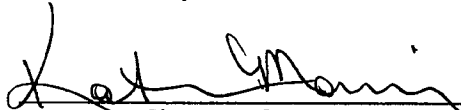
By:   
David L. Meyers  
Executive Vice President,  
Administration and Chief Financial  
Officer

State of California        )  
  )  
County of San Francisco    )

On July 24, 2006 before me, Katherine Manning, Notary Public, personally appeared David L. Meyers, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

  
Signature of Notary

*[Signature page to Trademark Assignment]*

SCHEDULE A

Trademarks Owned by The Meow Mix Company

**US TRADEMARKS - REGISTERED & PENDING**

Mark	Reg. No.	Serial No.	Reg. Date
Tastes So Good Cats Ask For It By Name	0984625	72461919	5/21/1974
Alley Cat (Old Design)	1359527	73448498	9/10/1985
Meow Mix (Wording)	1995276	74708951	8/20/1996
The Only Cat Food Cats Ask For By Name	2004697	74497836	10/1/1996
Meow Mix (Logo)	2365313	75634735	7/4/2000
Meow Mix (Cat Face)	2468347	75728996	7/10/2001
Meow Mix Mobile Delivering The Great Taste Cats Ask For By Name	2521864	76015960	12/25/2001
Meow Morsels	2770134	76407349	9/30/2003
Meow-A-Lot	2768005	76433073	9/23/2003
Meow	2798972	76442786	12/23/2003
Meow TV	2815613	76442785	2/17/2004
Meow Nips	2845969	76448847	5/25/2004
Meow Central	2805635	76451456	1/13/2004
Meow Mix (Accessories)	2835286	76473515	4/20/2004
Alley Cat (New Design - 100% For A Healthy Cat New Look Same Great Taste! Alley Cat Poultry & Seafood Flavors	2867575	76486699	7/27/2004
Mr. Meow (Word Mark)		76510334	4/29/2003
Cat Yoga	2850526	76520853	6/8/2004
Mrs. Meow		76528168	7/7/2003
Me-O		76544369	9/12/2003
Meow Milk		76544367	9/12/2003
Fillet Meow	3042280	76575406	1/10/2006
What's The Catch?	3002402	76569860	9/27/2005
Gobbiscious	3013656	76569361	11/8/2005
Hook, Line and Sinker	2960649	76569253	6/7/2005
Upstream Dream	2960648	76569252	6/7/2005
Surf 'N Turf	3007692	76571808	10/18/2005
Cluck-A-Doodle-Do	3042279	76575398	1/10/2006

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Mark	Reg. No.	Serial	Reg. Date/Int. P. No.
Deep Sea Delight	2977989	76575997	7/26/2005
Keeping Kids Happy		76580854	3/15/2004
Keeping Cats Happy		76584764	4/5/2004
Meow Mix On The Go	3012803	76613040	11/8/2005
Meowoscope	2983759	76587008	8/9/2005
Meowabone		76598336	6/17/2004
Meow Mix Café	3005573	76609247	10/11/2005
Maine Attraction		76617872	10/26/2004
On A Wing and a Prawn		76617874	10/26/2004
Allie Cat		76617871	10/26/2004
Meow Mix (Clothing)	3022746	76617873	12/6/2005
Tastes So Good Kittens Ask For It By Name!		76621015	11/18/2004
Meow Mix (Old backwards logo)		78592793	3/22/2005
Meow Mix (Old cats logo)		78592554	3/22/2005
Tuna Shape (Seafood Medley)		78575465	2/25/2005
Shrimp Shape (Seafood Medley)		78575450	2/25/2005
Crab Shape (Seafood Medley)		78575428	2/25/2005
Trout Shape (Seafood Medley)		78575382	2/25/2005
Meow (Clothing)		78580552	3/4/2005
Kitty Clubhouse		78590598	3/18/2005
Meow (Bag Clips)		78592797	3/22/2005
Squirts		78621277	5/2/2005
Meow Mix (Books)		78636342	5/24/2005
Meow (Books)		78636405	5/24/2005
Market Select		78638423	5/26/2005
Crustacean Crunch		76664900	7/6/2005
Drumsticks		76664944	7/6/2005
Ocean Explosion		76664964	7/6/2005
Go Fish		76664983	7/6/2005
On the Range		76664991	7/6/2005
Kitty Catch		76665005	7/6/2005
3 Leaf Clover Shape (Indoor)		78851616	3/31/2006
4 Leaf Clover Shape (Indoor)		78851631	3/31/2006
Kitty Catch Shrimp Shape (treats)			
Kitty Catch Trout Shape (treats)			
Kitty Catch Salmon Shape (treats)			

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Item #	Serial #	Reg. Date / Priority
Go Fish Tuna Shape (treats)		
Go Fish Oceanfish Shape (treats)		
On The Range Chicken Leg Shape (treats)		
On The Range Cheese Shape (treats)		
Crustacean Crunch Shrimp Shape (treats)		
Crustacean Crunch Crab Shape (treats)	78575428	2/25/2005
Crustacean Crunch Lobster Shape (treats)	78851569	3/31/2006
Drumsticks Chicken Leg Shape (treats)		
Drumsticks Turkey Leg Shape (treats)		
Ocean Explosion Tuna Shape (treats)		
Ocean Explosion Oceanfish Shape (treats)		
Ocean Explosions Salmon Shape (treats)		
Turkey Leg Shape (New Original)		
Ocean Fish Shape (New Original)		
Salmon Shape (New Original)		
Chicken Shape (New Original)		
Kitten Design		
The Meow Mix House (word)	78762020	11/28/2005
The Meow Mix House (design)	78795618	1/20/2006
Meow Mix (logo - new on packaging)	78795342	1/19/2006
Very Important Cat	78802731	1/30/2006
Cat's Meow	78814792	2/14/2006