

TRADEMARK ASSIGNMENT

Electronic 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
High Liner Foods (USA) Incorporated		01/17/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	F&R IP, Inc.
Street Address:	170 French Road
City:	Buffalo
State/Country:	NEW YORK
Postal Code:	14227
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2790258	GINA ITALIAN VILLAGE HOMESTYLE PASTA
Registration Number:	1726717	GINA ITALIAN VILLAGE
Registration Number:	2788650	VILLA PRIMA
Registration Number:	2412396	FLORESTA
Registration Number:	1800216	FLORESTA
Registration Number:	1665993	
Registration Number:	2198508	

CORRESPONDENCE DATA

Fax Number: (585)325-5458
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (585) 325-7570
Email: trademarks@hiscockbarclay.com
Correspondent Name: Hiscock & Barclay, LLP
Address Line 1: 2000 HSBC Plaza, 100 Chestnut Street

OP \$190.00 2790258

Address Line 4: Rochester, NEW YORK 14604-2404

ATTORNEY DOCKET NUMBER: 1043504

NAME OF SUBMITTER: Ronald S. Kareken

Signature: /ronald s. kareken/

Date: 01/23/2007

Total Attachments: 3
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ASSIGNMENT

For one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **High Liner Foods (USA) Incorporated**, a Delaware corporation (hereinafter "Assignor"), confirms that it has sold, transferred and assigned, and by these presents does hereby sell, transfer and assign to **F&R IP, Inc.**, a Delaware Corporation (hereinafter "Assignee"), the entire right, title and interest including all common law rights in and the trademarks, service marks and trade names identified in the Schedule attached to and forming a part of this Assignment (hereinafter "Marks"), together with all applications and registrations therefor throughout the world, and together with the good will of the business connected with the use of and symbolized by the Marks and with all rights of protection and all claims for past infringement thereof throughout the world.

Assignor covenants that it has the full right and power to convey the entire interest herein assigned, and that it has not executed and shall not hereafter execute any document in conflict with this assignment. Assignor further covenants that it will at any time and at the request of Assignee execute such documents and take such other action that in the opinion of Assignee may be desirable or necessary to secure to Assignee, its successors, legal representatives and assigns, all rights conveyed and intended to be conveyed by this instrument.

Signed and sealed this 17 day of January, 2006, 7

ASSIGNOR: HIGH LINER FOODS (USA) INCORPORATED

By: [Signature]
Name: K.L. Nelson
Title: Treasurer

Province/State of Nova Scotia
County of Lunenburg

On January 17, 2006, before me, personally appeared K.L. Nelson personally known to me or proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and he/she acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person or the entity on behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal

[Signature]
(Notary Public)
CLAIRE E. MILTON
A Notary Public in and for The
Province of Nova Scotia

SCHEDULE OF ASSIGNED MARKS

A. United States Applications/Registrations:

<u>Mark</u>	<u>U.S. Appl. No.</u>	<u>Filing Date</u>	<u>U.S. Reg. No.</u>	<u>Reg. Date</u>
GINA ITALIAN VILLAGE HOMESTYLE PASTA (and Design)	76/340,434	11/21/2001	2,790,258	12/09/2003
GINA ITALIAN VILLAGE	74/122,861	12/11/1990	1,726,717	10/20/1992
VILLA PRIMA	76/485,122	01/24/2003	2,788,650	12/02/2003
FLORESTA	75/864,174	12/06/1999	2,412,396	12/12/2000
FLORESTA	74/313,071	09/11/1992	1,800,216	10/19/1993
TORTEVOLLI <u>Abandoned</u>	75/651,257	03/03/1999		
VILLAGE DESIGN <u>Cancelled</u>	74/123,591	12/14/1990	1,665,993	11/26/1991
GINA ITALIAN VILLAGE DESIGN <u>Cancelled</u>	75/386,027	11/06/1997	2,198,508	10/20/1998

B. State Applications/Registrations:

<u>Mark</u>	<u>State</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
ITALIAN VILLAGE <u>Status – Non Renewed</u>	CT			8248	04/26/1991
ITALIAN VILLAGE <u>Status – Non Renewed</u>	NY			R26514	04/11/1991
ITALIAN VILLAGE <u>Status – Non Renewed</u>	PA			9123 1814-1815	03/27/1991
ITALIAN VILLAGE HOMEMADE RAVIOLI AND PASTA PRODUCTS <u>Status – Non Renewed</u>	NJ			2907	6/23/1981

B. State Applications/Registrations - Continued:

ITALIAN VILLAGE <u>Status – Non Renewed</u>	NJ	3066	09/08/1981
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C. Foreign Applications/Registrations:

<u>Mark</u>	<u>Country</u>	<u>Appl. No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
ITALIAN VILLAGE	Canada	1,123,876	11/30/2001	588511	08/29/2003
GINA ITALIAN VILLAGE	Canada	870,052	02/23/1998	517994	10/15/1999
TORTEVOLLI <u>Abandoned</u>	Canada	1,004,089	02/03/1999		
GINA ITALIAN VILLAGE	Mexico	326367	03/18/1998	622495	09/17/1999