

**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			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ConAgra Foods, Inc.		05/28/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

<b>Name:</b>	ConAgra Foods Food Ingredients Company, Inc.
<b>Street Address:</b>	One ConAgra Drive
<b>City:</b>	Omaha
<b>State/Country:</b>	NEBRASKA
<b>Postal Code:</b>	68102
<b>Entity Type:</b>	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	72058561	AMAPOLA
Serial Number:	75861319	EL DORADO
Serial Number:	72025489	JACK RABBIT
Serial Number:	71521023	JACK RABBIT
Serial Number:	71617047	JACK RABBIT
Serial Number:	71404815	JACK RABBIT
Serial Number:	74167538	JACK RABBIT BRAND

CORRESPONDENCE DATA

Fax Number: (402)952-6870  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 402-341-3070

Email: trademark@mcgrathnorth.com

Correspondent Name: Tracy L. Deutmeyer

Address Line 1: 1601 Dodge Street

Address Line 2: Suite 3700 First National Tower

OP \$190.00 72058561

Address Line 4: Omaha, NEBRASKA 68102

NAME OF SUBMITTER: Tracy L. Deutmeyer

Signature: /Tracy L. Deutmeyer/

Date: 07/11/2007

Total Attachments: 2  
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**ASSIGNMENT**

This Assignment ("Assignment") is entered into by and between CONAGRA FOODS, INC., a Delaware corporation, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102 ("Assignor"), and CONAGRA FOODS FOOD INGREDIENTS COMPANY, INC., a Delaware corporation, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102 ("Assignee").

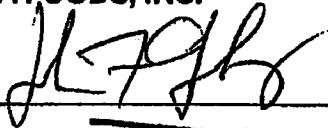
WHEREAS, Assignor is the owner of the trademarks and the associated registrations and/or applications for registration thereof existing in the United States listed on Exhibit "A" hereto ("Trademarks"):

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Trademarks including any trade dress and common law trademark rights associated with the 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 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 trade dress and 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.

Dated effective the 28th day of May, 2007.

CONAGRA FOODS, INC.

By:   
Name: \_\_\_\_\_  
Title: John J. Gehring  
SVP Controller

CONAGRA FOODS FOOD INGREDIENTS COMPANY, INC.


By:   
Name: Scott E. Messel  
Title: Vice President, Treasurer  
and Secretary

Exhibit "A"

<u>Mark</u>	<u>App. #</u>	<u>Reg. #</u>
AMAPOLA	72/058,561	0,684,506
EL DORADO	75/861,319	2,976,395
JACK RABBIT	72/025,489	0,670,313
JACK RABBIT & DESIGN	71/521,023	0,441,930
JACK RABBIT & DESIGN	71/617,047	0,583,051
JACK RABBIT & DESIGN	71/404,815	0,359,398
JACK RABBIT BRAND & DESIGN	74/167,538	1,696,280