

**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>
ConAgra Foods RDM, Inc.		08/08/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Dietetic Association		
<b>Street Address:</b>	120 South Riverside Plaza		
<b>Internal Address:</b>	Suite 2000		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2485860	HOME FOOD SAFETY - IT'S IN YOUR HANDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(402)952-1529		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	402-341-3070		
<b>Email:</b>	trademark@mcgrathnorth.com		
<b>Correspondent Name:</b>	Christopher M. Bikus		
<b>Address Line 1:</b>	1601 Dodge Street		
<b>Address Line 2:</b>	Suite 3700 First National Tower		
<b>Address Line 4:</b>	Omaha, NEBRASKA 68102		
<b>NAME OF SUBMITTER:</b>	Christopher M. Bikus		
<b>Signature:</b>	/Christopher M. Bikus/		
<b>Date:</b>	08/09/2007		

OP \$40.00 2485860

Total Attachments: 1

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## TRADEMARK ASSIGNMENT

WHEREAS, **ConAgra Foods RDM, Inc.**, a corporation organized and existing under the laws of the State of Delaware, with its principal office at One ConAgra Drive, Omaha, Nebraska 68102, U.S.A., ("Assignor"), is the sole owner of the entire right, title and interest in and to U.S. Registration No. 2,485,860 for the **HOME FOOD SAFETY – IT'S IN YOUR HANDS** trademark (hereinafter known as the "Mark"), together with the goodwill of the business in connection with which the Mark is used; and

WHEREAS, **American Dietetic Association**, a corporation organized and existing under the laws of the State of Illinois, with its principal office and place of business at 120 South Riverside Plaza, Suite 2000, Chicago, Illinois 60606-6995, U.S.A., ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used; and

WHEREAS, Assignor desires to transfer all its right, title and interest in and to the Mark together with the goodwill of the business in connection with which the Mark is used.

NOW, THEREFORE, for one dollar and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Mark together with the goodwill of the business in connection with which the Mark is used, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Mark, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby covenants and agrees that it will execute any and all instruments and documents reasonably necessary to aid the Assignee, its successors, legal representatives, and assigns, in the implementation and recordation of this Assignment.

This assignment is effective as of this 3<sup>rd</sup> day of August, 2007.

Assignor: CONAGRA FOODS RDM, INC.

By: 

Printed Name: Tracey Phillips Beck

Title: Vice President