

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

Name	Formerly	Execution Date	Entity Type
Burke Marketing Corporation		11/09/2007	CORPORATION: IOWA

RECEIVING PARTY DATA

Name:	Hormel Foods, LLC
Street Address:	1 Hormel Place
City:	Austin
State/Country:	MINNESOTA
Postal Code:	55912
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2105954	MAGNIFOODS
Registration Number:	2105380	A PERFECT BLEND OF CLASSIC & TREND
Registration Number:	2098328	PREMORO
Registration Number:	2099444	PIZZA READY, PASTA PROVEN
Registration Number:	2098330	TEZZATA
Registration Number:	2136841	PIZZA READY, TORTILLA TESTED
Registration Number:	2698850	ALWAYS MAKE IT YOUR BEST
Registration Number:	2841986	HAND-PINCHED STYLE
Registration Number:	3020855	
Serial Number:	78773065	NATURASELECT
Serial Number:	78780890	NATURASELECT

CORRESPONDENCE DATA

Fax Number: (507)437-5135

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

TRADEMARK

900091695

REEL: 003659 FRAME: 0016

OP \$290.00 2105954

Phone: 507-437-5248
Email: kcjones@hormel.com
Correspondent Name: Kevin C. Jones
Address Line 1: 1 Hormel Place
Address Line 4: Austin, MINNESOTA 55912

NAME OF SUBMITTER:	Kevin C. Jones
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Signature:	/Kevin C. Jones/
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Date:	11/12/2007
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Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Burke Marketing Corporation, an Iowa corporation, having an office and place of business at 1516 South D. Avenue, PO Box 209, Nevada, Iowa, 50201 ("Burke"), is the owner of certain rights with respect to the following trademark registrations and applications ("Trademarks") effective as of August 22, 2007:

<i>Trademark</i>	<i>Registration No.</i>	<i>Registration Date</i>
MAGNIFOODS	2,105,954	10/14/1997
A PERFECT BLEND OF CLASSIC & TREND	2,105,380	10/14/1997
PREMORO	2,098,328	9/16/1997
PIZZA READY, PASTA PROVEN	2,099,444	9/23/1997
TEZZATA	2,098,330	9/16/1997
PIZZA READY, TORTILLA TESTED	2,136,841	2/17/1998
ALWAYS MAKE IT YOUR BEST	2,698,850	3/18/2003
HAND-PINCHED STYLE	2,841,986	5/11/2004
FORK & SPOON LOGO	3,020,855	11/29/2005

<i>Trademark</i>	<i>Serial No.</i>	<i>Filing Date</i>
NATURASELECT	78/773,065	12/14/2005
NATURASELECT & DESIGN	78/780,890	12/27/2005

WHEREAS, Hormel Foods, LLC, a Minnesota limited liability company, having an office at 1 Hormel Place, Austin, Minnesota, 55912 ("Hormel Foods"), is desirous of acquiring any and all rights which Burke has in said listed Trademarks and the goodwill of the business of Burke in connection with said Trademarks.

NOW, THEREFORE, to all whom it may concern:

Be it known that for substantial consideration, the receipt of which is hereby acknowledged, said Burke does hereby sell, assign and transfer unto said Hormel Foods its entire right, title

and interest in and to the said listed Trademarks, together with the goodwill of the business symbolized by the mark, and the above identified Trademarks thereof.

BURKE MARKETING CORPORATION

Steven G. Binder

Printed Name: Steven G. Binder

Title: Director & Chairman of the Board

State of Minnesota)
)ss
County of Mower)

On this 9th day of November, 2007, before me, a notary public, appeared the person who signed this instrument, who acknowledged that he signed it as his free act on behalf of Burke Marketing Corporation with authority to do so.

Kara R. Mallory
Notary Public

