

**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.		01/04/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	H-D Michigan, Inc.		
<b>Street Address:</b>	315 West Huron Street		
<b>Internal Address:</b>	Suite 400		
<b>City:</b>	Ann Arbor		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48103		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3284396	ROAD FOOD	
Registration Number:	3319257	FUEL FOR THE WIDE-OPEN ROAD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(402)952-6870		
<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>	McGrath North Mullin & Kratz, PC LLO		
<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>ATTORNEY DOCKET NUMBER:</b>	ROAD FOOD ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Tracy L. Deutmeyer		

OP \$65.00 3284396

Signature:

/Tracy L. Deutmeyer/

Date:

01/15/2008

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, ("Assignor"), is the sole owner of the entire right, title and interest in and to U.S. Registration/Application Serial Nos. **3,284,396** for **ROAD FOOD** and **3,319,257** for **FUEL FOR THE WIDE-OPEN ROAD** (hereinafter known as the "Marks"), together with the goodwill of the business in connection with which the Marks are used; and

WHEREAS, **H-D Michigan, Inc.**, a corporation organized and existing under the laws of the State of Michigan, with its principal office and place of business at 315 West Huron Street, Suite 400, Ann Arbor, Michigan 48103 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks are used; and

WHEREAS, Assignor desires to transfer all its right, title and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are 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 Marks together with the goodwill of the business in connection with which the Marks are 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 Marks, 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 4<sup>th</sup> day of January, 2008.

Assignor: **CONAGRA FOODS RDM, INC.**

Assignee: **H-D MICHIGAN, INC.**

By: 

By: 

Printed Name: Tracey Phillips Beck

Printed Name: Linda A. Heban

Title: Vice President

Title: Vice President