

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
Progressive Group Alliance, LLC		03/13/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Performance Food Group Company		
Street Address:	12500 West Creek Parkway		
City:	Richmond		
State/Country:	VIRGINIA		
Postal Code:	23228		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2552334	BRILLIANCE PREMIUM SHORTENINGS AND OILS	
CORRESPONDENCE DATA			
Fax Number:	(202)955-5564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2024192407		
Email:	elizabeth.vary@hklaw.com		
Correspondent Name:	Elizabeth F. Vary, Holland & Knight LLP		
Address Line 1:	2099 Pennsylvania Avenue, NW		
Address Line 2:	Suite 100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
NAME OF SUBMITTER:	Elizabeth F. Vary		
Signature:	/elizabeth f. vary/		
Date:	03/14/2008		

OP \$40.00 2552334

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is by and between Progressive Group Alliance, LLC, a Delaware limited liability company, located at 7420 Ranco Road, Richmond, VA 23228 (hereinafter "Assignor") and Performance Food Group Company, a Tennessee corporation, located at 12500 West Creek Parkway, Richmond, VA 23238 (hereinafter "Assignee").

WHEREAS, Assignor is owner of all right, title and interest in and to the trademark registration and all business associated with:

BRILLIANCE PREMIUM SHORTENINGS AND OILS, Registration No. 2552334

WHEREAS, Assignee desires to acquire by assignment all rights, title and interests in and to said trademark registration and all business associated with registration as set forth hereinabove.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, grants, transfers and otherwise conveys to Assignee, its successors and assigns, its entire rights, title and interests in and to the trademark registration and all business associated with the mark hereto, including but not limited to all of Assignor's common law rights pertaining thereto, as well as all of the good will of the businesses symbolized by said trademark registrations, and the rights to sue for past infringements thereof.

Assignor:

Progressive Group Alliance, LLC

By:

Amy Pocklington

Name: Amy Pocklington

Title: Vice President, Deputy General Counsel

Date: 3/13/08

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