

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/17/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Idaho Fresh-Pak, Inc.		03/20/2008	CORPORATION: IDAHO

RECEIVING PARTY DATA

Name:	North American Foods, LLC
Street Address:	One Potato Place
City:	Lewisville
State/Country:	IDAHO
Postal Code:	83401-0130
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2990728	BABY REDS
Registration Number:	2701370	BORN TO BE FAMOUS
Registration Number:	2259179	CHEESE PLEASE
Registration Number:	2919386	DO ONE THING. DO IT WELL.
Registration Number:	2938656	HOMEMADE HAS MET ITS MATCH!
Registration Number:	2928123	IDAHO NATURALLY
Registration Number:	1085621	INSTAMASH
Serial Number:	77043033	INSTAMASH
Registration Number:	2969189	LOADED BAKED
Registration Number:	2798107	POTATO MATES

CORRESPONDENCE DATA

Fax Number: (801)852-8203

OP \$265.00 2990728

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

Phone: 801-805-3688
Email: pto@techlawventures.com
Correspondent Name: Preston C. Regehr
Address Line 1: 333 South 520 West
Address Line 2: Suite 220
Address Line 4: Lindon, UTAH 84042

ATTORNEY DOCKET NUMBER:	IFP TO NAF ASSIGN
NAME OF SUBMITTER:	Preston C. Regehr
Signature:	/Preston C. Regehr/
Date:	03/24/2008

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

This confirms that FOR VALUE RECEIVED, the receipt and sufficiency of which is acknowledged, and effective as of July 17, 2007, Idaho Fresh-Pak, Inc., an Idaho corporation, assigned to North American Foods, LLC, an Delaware corporation, all of its rights, interests and titles in and to the trademarks referenced on the attached schedule, and the goodwill of the business associated with and symbolized by such trademarks.

Said assignment includes an assignment of the trademark applications and registrations referenced on the attached schedule, and any and all other rights, applications or registrations therefor, including international rights, applications and registrations, if any.

This Assignment of Trademarks with all or any part of the attached schedule may, in the discretion of North American Foods, LLC, be filed or recorded with any government agency or government authority for registering trademarks in any country or jurisdiction as may be necessary or appropriate.

The addresses of the parties as of said effective date are as set forth below.

Idaho Fresh-Pak, Inc.
P. O. Box 130
529 North 3500 East
Lewisville, Idaho 83431

North American Foods, LLC
One Potato Place
Lewisville, Idaho 83401-0130

AGREED TO AND ACCEPTED BY:

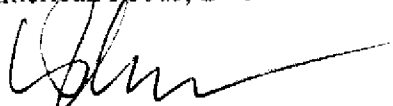
Idaho Fresh-Pak, Inc.

By: _____


Jerry P. Wright, President

North American Foods, LLC

By: _____


Gordon Lewis, President

Schedule "A"
To
Assignment of Trademarks
Between
Idaho Fresh-Pak, Inc. and North American Foods, Inc.
(USA)

Mark	Country	Serial No.	Reg. Date	Reg. No.
BABY REDS	USA	76/617,726	08/30/2005	2,990,728
BORN TO BE FAMOUS	USA	76/975,107	03/25/2003	2,701,370
CHEESE PLEASE	USA	75/454,747	07/06/1999	2,259,179
DO ONE THING. DO IT WELL.	USA	76/401,814	01/18/2005	2,919,386
GET OUT OF THE COLD AND INTO THE GOLD	USA	77/048,263		
HOMEMADE HAS MET ITS MATCH!	USA	2,938,656	04/05/2005	2,938,656
IDAHO NATURALLY and Design 	USA	76/452,698	02/22/2005	2,928,123
INSTAMASH (stylized) 	USA	73/136,092	02/14/1978	1,085,621
INSTAMASH	USA	77/043,033		
LOADED BAKED	USA	76/510,076	07/19/2005	2,969,189
POTATO MATES	USA	75/918,000	12/23/2003	2,798,107