

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
Lee's Pigskins Co.		06/09/2008	CORPORATION: MISSISSIPPI
RECEIVING PARTY DATA			
Name:	Hedinger Brands, LLC		
Street Address:	950 South Charles Street		
City:	Jasper		
State/Country:	INDIANA		
Postal Code:	47526		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78396816	DAD'S TRADITIONAL	
CORRESPONDENCE DATA			
Fax Number:	(317)231-7433		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	317-231-1313		
Email:	jgard@btlaw.com		
Correspondent Name:	Julia Spoor Gard, Barnes & Thornburg LLP		
Address Line 1:	11 South Meridian Street		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	44373-204495		
NAME OF SUBMITTER:	Julia Spoor Gard		
Signature:	/jsg/		
Date:	07/07/2008		

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Total Attachments: 1
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U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Lee's Pigskins Co., a Mississippi corporation having a place of P.O. Box 180090 Richland, MS 39218 (ASSIGNOR), hereby assigns, sells, conveys and transfers to Hedinger Brands, LLC, an Indiana corporation having a place of business of 950 South Charles Street, Jasper Indiana 47526 (ASSIGNEE), all rights, title, and interest to U.S. Trademark Serial No. 78/396816, including any U.S. federal trademark registration to issue from this application, all common law rights to the mark, and the goodwill of the business with which the Mark is used, all claims for damages by reason of infringement, and the right to sue for and collect the same for its own use and for the use of its successors and assigns. This assignment is effective as the date first signed below.

ASSIGNOR:

Signed: Greg Stanton

Greg Stanton

Title: Vice President

Date: 6-9-08

STATE OF MS)
) SS:
COUNTY OF RANKIN)

On the 9th day of JUNE, 2008, before me, a Notary Public in and for said County and State, personally appeared GREG STANTON and acknowledged that (s)he is the V.P. of LEE'S PIGSKINS CO.; that (s)he is authorized by said Corporation to execute the foregoing Assignment on behalf of said Corporation; and that (s)he did execute the foregoing Assignment on behalf of said Corporation, pursuant to such authority.

John Dongieux
Notary Public
JOHN DONGIEUX
Printed Name

My Commission Expires: _____

970985 Notary Public State of Mississippi At Large
My Commission Expires: October 4, 2010
Bonded Thru Heiden, Brooks & Gariand, Inc.

