

**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>
HFI Heartland Foods, Inc.		07/23/2008	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Preferred Meal Systems, Inc.		
<b>Street Address:</b>	5240 St. Charles Road		
<b>City:</b>	Berkeley		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60163		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2597060	HFI HEARTLAND FOODS	
Registration Number:	2679135	LUNCH MUNCHIES	
Registration Number:	2696302	APPLERAGEOUS	
Registration Number:	2881079	PB&J CUT OUTS	
Registration Number:	2949337	TASTY STUFFED DELIGHTS	
Registration Number:	2999667	SANDWICH XPRESS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(919)834-4564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	919-828-0564		
<b>Email:</b>	trademarks@parkerpoe.com		
<b>Correspondent Name:</b>	Parker Poe Adams & Bernstein LLP		
<b>Address Line 1:</b>	Stefanie I. Kandzia		
<b>Address Line 2:</b>	150 Fayetteville Street, Suite 1400		
<b>Address Line 4:</b>	Raleigh, NORTH CAROLINA 27601		

**OP \$165.00 2597060**

ATTORNEY DOCKET NUMBER:	31511
NAME OF SUBMITTER:	Stefanie I. Kandzia
Signature:	/SIK/
Date:	07/23/2008
Total Attachments: 1 source=HFI Assignment#page1.tif	

**ASSIGNMENT OF TRADEMARKS AND REGISTRATIONS**  
**AND ACCOMPANYING GOODWILL**

**WHEREAS**, HFI Heartland Foods, Inc., a Delaware corporation of 5240 St. Charles Road, Berkeley, Illinois 60163 (“Assignor”) is the owner of the trademarks identified immediately below (the “Marks”):

<b>Mark</b>	<b>Registration No.</b>	<b>Registration Date</b>
HFI HEARTLAND FOODS	2597060	7/23/2002
LUNCH MUNCHIES	2679135	1/21/2003
APPLERAGEOUS	2696302	3/11/2003
PB&J CUT OUTS	2881079	9/7/2004
TASTY STUFFED DELIGHTS and POCKET	2949337	5/10/2005
SANDWICH XPRESS and LINES DESIGN	2999667	9/27/2005

**WHEREAS**, Preferred Meal Systems, Inc., a Delaware corporation of 5240 St. Charles Road, Berkeley, Illinois 60163 (“Assignee”), is desirous of acquiring all right, title and interest in and to said Marks, including the registrations thereof and the goodwill associated therewith.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below, Assignor assigns, as of the Effective Date, to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and together with any and all interests, claims and rights for damages and profits by reason of any past infringement or unauthorized use of the Mark, false designations of origin, unfair competition, deceptive trade practices and/or dilution related to the Mark, use of confusingly similar marks or names by others and all other related causes of action and the right to sue therefor.

This assignment shall be effective as of the 23rd day of July 2008.

**IN WITNESS WHEREOF**, Assignor has caused this instrument to be executed by signature of its duly authorized corporate officer and its seal affixed.

HFI Heartland Foods, Inc. (a Delaware corporation)

By: Warren Schmidgall

Printed Name: Warren Schmidgall

Title: CFO

Date: July 23, 2008