

**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>
Tyson Hog Markets, Inc.		10/24/2008	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tyson Fresh Meats, Inc.		
<b>Street Address:</b>	2200 Don Tyson Parkway		
<b>City:</b>	Springdale		
<b>State/Country:</b>	ARKANSAS		
<b>Postal Code:</b>	72762		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1582919	HEINOLD MARKETS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(479)290-7967		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	jenna.johnston@tyson.com		
<b>Correspondent Name:</b>	Jenna R. Johnston		
<b>Address Line 1:</b>	2200 Don Tyson Parkway		
<b>Address Line 4:</b>	Springdale, ARKANSAS 72762		
<b>NAME OF SUBMITTER:</b>	R. Read Hudson		
<b>Signature:</b>	/r. read hudson/		
<b>Date:</b>	10/24/2008		
<b>Total Attachments: 2</b>			
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CH \$40.00 1582919

ASSIGNMENT OF TRADEMARKS

WHEREAS, Tyson Hog Markets, Inc., a corporation, having his principal offices at 2200 Don Tyson Parkway, Springdale, AR 72762 (hereinafter "THM"), has used, is using and is the owner of the entire right, title and interest in and to, and to the use of the following trademark:

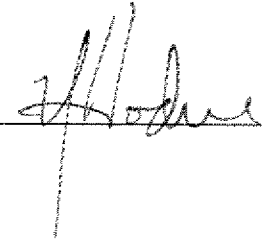
<u>Trademark</u>	<u>Registration No.</u>
HEINOLD MARKETS	1,582,919

WHEREAS, Tyson Fresh Meats, Inc., a Delaware corporation, having a principal place of business at 2200 Don Tyson Parkway, Springdale, AR 72762 (hereinafter "Tyson"), is desirous of acquiring the entire right, title and interest in and to, and to the use of the above identified trademark, together with the goodwill of the business connected with the use of and symbolized by said trademark;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, THM hereby sells, assigns, transfers and conveys to Tyson its entire right, title and interest in and to, and to the use of the above-identified trademarks, together with the goodwill of the business connected with the use of and symbolized by said trademarks.

Signed at Springdale, Arkansas this 24th day of October, 2008.

TYSON HOG MARKETS, INC.,  
a Delaware corporation

By 

ATTEST:

  
Assistant Secretary

TYSON FRESH MEATS, INC.,  
a Delaware corporation

By *R. Read Hudson*

ATTEST:

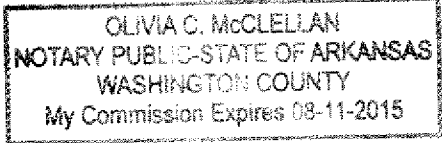
*[Signature]*  
Assistant Secretary

STATE OF ARKANSAS     )  
  ) ss.  
COUNTY OF Washington )

Before me, a Notary Public in and for said County and State on this 24th day of October, 2008 personally appeared *Robert Hodge*, to me known to be the identical person who executed the foregoing ASSIGNMENT OF TRADEMARKS and acknowledged to me that he executed the same as his free and voluntary act and deed for the purposes therein set forth.

*Olivia C. McClellan*  
Notary Public

My commission expires:  
8-11-2015



STATE OF ARKANSAS     )  
  ) ss.  
COUNTY OF Washington )

Before me, a Notary Public in and for said County and State on this 24th day of October, 2008 personally appeared *R. Read Hudson* to me known to be the identical person who executed the foregoing ASSIGNMENT OF TRADEMARKS and acknowledged to me that he executed the same as his free and voluntary act and deed for the purposes therein set forth.

*Olivia C. McClellan*  
Notary Public

My commission expires:  
8-11-2015

