

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
The Pasta Mill Ltd.		06/18/2008	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	ConAgra Foods RDM, Inc.		
Street Address:	One ConAgra Drive		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68102		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78839451	DISCOVER CUISINE	
CORRESPONDENCE DATA			
Fax Number:	(402)964-5050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	402-964-5144		
Email:	pto-om@huschblackwell.com		
Correspondent Name:	Christopher M. Bikus		
Address Line 1:	1620 Dodge Street		
Address Line 2:	Suite 2100		
Address Line 4:	Omaha, NEBRASKA 68102		
ATTORNEY DOCKET NUMBER:	DISCOVER CUISINE-ASSIGN.		
NAME OF SUBMITTER:	Christopher M. Bikus		
Signature:	/Christopher M. Bikus/		
Date:	11/12/2008		

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Total Attachments: 2

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ASSIGNMENT

This Assignment ("Assignment") is entered into by and between **THE PASTA MILL LTD.**, a Canadian corporation, having its principal offices at 12803 - 149 Street, Edmonton, Alberta, Canada T5L 2J7 ("Assignor"), and **CONAGRA FOODS RDM, INC.**, a Delaware corporation, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102, U.S.A. ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and the associated registrations and/or applications for registration thereof existing in the United States listed on Exhibit "A" hereto ("Trademarks").


WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Trademarks including any trade dress and common law trademark rights associated with the Trademarks.

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in the United States in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks, any future registrations of said Trademarks, all trade dress and common law rights associated with said Trademarks, all causes of action and other rights that may be asserted under said Trademarks, the right to sue third parties for infringement of or improper activities regarding said Trademarks, and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Dated effective the 18th day of June, 2008.

THE PASTA MILL LTD.

CONAGRA FOODS RDM, INC.

By:  _____

By:  _____

Name: Steve Parsons

Name: Rebecca Bortolotti

Title: President

Title V.P. & Technology Counsel

Exhibit "A"

Trademark

App. #

Reg. #

DISCOVER CUISINE

78/839,451

[N/A]