

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
Hormel Foods Corporation		07/25/2002	CORPORATION:
RECEIVING PARTY DATA			
Name:	National Association of Swine Records		
Street Address:	1769 US 52 West		
City:	West Lafayette		
State/Country:	INDIANA		
Postal Code:	47906		
Entity Type:	INC. ASSOCIATION:		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1513835	NBS	
Registration Number:	1532306	NATIONAL BARROW SHOW	
Registration Number:	1533548	NBS NATIONAL BARROW SHOW AUSTIN, MINNESOTA	
Registration Number:	1522040	HOG COLLEGE	
Registration Number:	1554003	THE WORLD SERIES OF SWINE SHOWS	
CORRESPONDENCE DATA			
Fax Number:	(765)497-2959		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	765-497-3618		
Email:	berkshire@nationalswine.com		
Correspondent Name:	National Association of Swine Records		
Address Line 1:	1769 US 52 West		
Address Line 2:	PO Box 2417		
Address Line 4:	West Lafayette, INDIANA 47906		
NAME OF SUBMITTER:	Amy Smith		

OP \$140.00 1513835

Signature:	/Amy Smith/
Date:	01/30/2009
Total Attachments: 2 source=Agreement with Hormel 7-25-02 page 1#page1.tif source=Agreement with Hormel 7-25-02 page 2#page1.tif	

This agreement made this 25th day of July, 2002, between Hormel Foods Corporation, a Delaware Corporation headquartered in Austin, Minnesota, and Hormel Foods, LLC, a Minnesota limited liability Corporation headquartered in Austin, Minnesota (collectively referred to as "Hormel"), and the National Association of Swine Records headquartered in West Lafayette, Indiana (NASR).

Except as provided below, Hormel will no longer participate, sponsor, manage or operate the annual National Barrow Show ("Show"). These responsibilities will now be assumed by NASR.

In consideration of Hormel agreeing to assign, transfer and convey to NASR Hormel's interest in the trademarks which are listed on Exhibit A, attached hereto, NASR agrees to for a period of five years from the date above:

- a) No competitor of Hormel identified in Exhibit B attached will be permitted to display its trade name or any trademark in association with the service mark and name shown on Exhibit A, nor as a sponsor of the Show nor in any materials or media broadcasts about the Show.
- b) The character of the Show will remain essentially unchanged from the character of the Show of 2000.
- c) Unless dramatic changes in the industry force discontinuation of the Show, the Show will be held each year in the fall in Austin, Minnesota at the Mower County fairgrounds.

Hormel participation in the Show shall be limited to the following for the five years from the first date above:

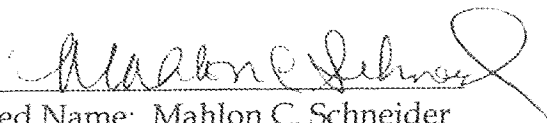
- a) Hormel shall provide consulting services at no charge on Show management.
- b) Hormel shall conduct the Judging Contest.
- c) Hormel shall conduct the Progeny Test.
- d) Hormel shall provide the carcass date for the Truckload Show.

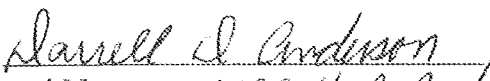
As of the date of this agreement, NASR is responsible for all the transfer and filings, fees and maintenance of the marks listed on Exhibit A.

In witness whereof, the parties have executed this agreement as of this day, month and year first written above.

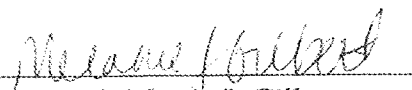
HORMEL FOODS CORPORATION

NATIONAL ASSOCIATION OF SWINE RECORDS

By: 
Printed Name: Mahlon C. Schneider
Its: Senior Vice President External
Affairs and General Counsel

By: 
Printed Name: DARRELL J. Anderson
Its: President

HORMEL FOODS, LLC

By: 
Printed Name: Melanije J. Gilbert
Its: Assistant General Attorney and
Assistant Secretary