

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Aliments Original, Division Quebec Inc.		02/04/2009	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Les Placements Original Inc.
Street Address:	1910, avenue du Sanctuaire
City:	Beauport (Quebec)
State/Country:	CANADA
Postal Code:	G1E 3L2
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2695739	ORIGINAL 1957

CORRESPONDENCE DATA

Fax Number: (202)955-5564  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 202-419-2402  
 Email: stephen.jeffries@hklaw.com  
 Correspondent Name: Stephen J. Jeffries  
 Address Line 1: 2099 Pennsylvania Avenue, N.W., Suite 10  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

ATTORNEY DOCKET NUMBER:	72624.00055
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DOMESTIC REPRESENTATIVE

Name:  
 Address Line 1:  
 Address Line 2:

OP \$40.00 2695739

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Stephen J. Jeffries

Signature:

/Stephen J. Jeffries/

Date:

02/06/2009

Total Attachments: 2

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REVUE DE LA PROPRIÉTÉ INDUSTRIELLE

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## TRADEMARK ASSIGNMENT

WHEREAS, Aliments Original, Division Quebec Inc., a corporation organized and existing under the laws of Canada, having an address at 580 Bechard, Vanier, Quebec G1M 2E9, Canada (hereinafter "Assignor"), is the owner of all right, title and interest in and to the trademark:



(hereinafter, "the Mark") and United States Patent and Trademark Office Registration No. 2,695,739 therefor (hereinafter, "the Registration"); and

WHEREAS, Les Placements Original Inc., a corporation organized and existing under the laws of Canada, having an address at 1910, avenue du Sanctuaire, Beauport (Québec) G1E 3L2, Canada (hereinafter "Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Mark and the Registration, and the good will associated with the business symbolized by the Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers and sets over to Assignee, without reservation, all of Assignor's right, title and interest in and to the Mark and the Registration, and the good will associated with the business symbolized by the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor further assigns to Assignee all proceeds to infringement suits, the right to sue for past, present and future infringements, and all rights corresponding thereto for the Mark and the Registration.

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This Trademark Assignment, effective as of the later of the signature dates set forth below, shall be binding upon the parties, their successors and assigns, and all other acting by, through, with or under their direction, and all those in privity with them.

ALIMENTS ORIGINAL, DIVISION QUEBEC INC.

By: [Signature]

Title: CHAIRMAN OF THE BOARD

Date: 04/02/09

LES PLACEMENTS ORIGINAL INC.

By: [Signature]

Title: CHAIRMAN OF THE BOARD

Date: 04/02/09

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