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
McCain Foods USA, Inc.		01/08/2009	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Trademark Management Company
Street Address:	2541 North Stokesberry Place, Suite 100
City:	Meridian
State/Country:	IDAHO
Postal Code:	83646
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2733797	ANCHOR CHEESE SENSATIONS APPETIZERS

CH $40.00 2733797

CORRESPONDENCE DATA

Fax Number: (412)456-1035
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 412-456-6004
Email: sally.stodolsky@us.hjheinz.com
Correspondent Name: Sabrina J. Hudson
Address Line 1: P. O. Box 57
Address Line 4: Pittsburgh, PENNSYLVANIA 15230-0057

ATTORNEY DOCKET NUMBER:	IP-00028
NAME OF SUBMITTER:	Sally Stodolsky
Signature:	/Sally Stodolsky/
Date:	02/12/2009

Total Attachments: 1
source=ANCHORCHEESESENSATIONSASSIGNMENT#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, McCain Foods USA, Inc., a Maine corporation located at 2275 Cabot Drive, Lisle, Illinois 60532 ("McCain") is the owner of U.S. Trademark Registration No. 2,733,797 for the mark ANCHOR CHEESE SENSATIONS APPETIZERS and Design (the "Trademark Registration"); and

WHEREAS, Trademark Management Company, a Delaware corporation located at 2541 North Stokesberry Place, Suite 100, Meridian, Idaho 83646 ("TMC") is desirous of acquiring all right, title and interest in and to the Trademark Registration, including the goodwill of the business connected with the use thereof and symbolized thereby.

NOW THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, McCain does hereby assign to TMC all right, title and interest in and to the Trademark Registration together with any goodwill of the business symbolized thereby.

McCain agrees to execute any and all additional documents that may be necessary to protect and record title to the Trademark Registration to TMC.

Dated this 8 day of January 2009.

McCain Foods USA, Inc.

Name: Frank D. Finn
Title: SVP Commercial Operations

Subscribed and sworn to before me this 8th day of January 2009.

Notary Public

OFFICIAL SEAL
ELIZABETH A. BARNETT
Notary Public - State of Illinois
My Commission Expires Jul 17, 2011