

**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>
ConAgra Foods, Inc.		05/26/2008	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	ConAgra Foods RDM, Inc.
<b>Street Address:</b>	One ConAgra Drive
<b>City:</b>	Omaha
<b>State/Country:</b>	NEBRASKA
<b>Postal Code:</b>	68102
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 28**

Property Type	Number	Word Mark
Registration Number:	2843523	ALEXIA
Registration Number:	2843522	ALEXIA
Registration Number:	3137126	ALEXIA ARTISAN BREADS
Registration Number:	3402591	ALEXIA CHICKEN NUGGETS
Registration Number:	3137127	ALEXIA FRENCH
Registration Number:	3137125	ALEXIA GARLIC BAGUETTE
Registration Number:	3331416	ALEXIA GARLIC FRIES
Registration Number:	2841189	ALEXIA HANNA GOLD
Registration Number:	3160904	ALEXIA HASHED BROWNS
Registration Number:	3155267	ALEXIA MASHED POTATOES
Registration Number:	3046931	ALEXIA MOZZARELLA STIX
Registration Number:	3007969	ALEXIA MUSHROOM BITES
Registration Number:	3007968	ALEXIA ONION RINGS
Registration Number:	3007978	ALEXIA OVEN BLENDS

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Registration Number:	2744184	ALEXIA OVEN FRIES
Registration Number:	3235344	ALEXIA PIZZA SNACKS
Registration Number:	3379573	ALEXIA POTATO NUGGETS
Registration Number:	3136842	ALEXIA SWEET POTATO
Registration Number:	3137129	ALEXIA THREE CHEESE
Registration Number:	3155256	ALEXIA WAFFLE FRIES
Registration Number:	3137128	ALEXIA WHOLE GRAIN
Registration Number:	2740755	ALEXIA YUKON GOLD
Registration Number:	3393113	ALL NATURAL GOURMET ALEXIA QUALITY PIZZA SNACKS
Registration Number:	2858673	COUNTRY REDS
Registration Number:	2913657	MORNING FRIES
Registration Number:	2868100	NORTHWEST RUSSET
Registration Number:	3043261	OVEN CRINKLES
Registration Number:	2858563	OVEN REDS

**CORRESPONDENCE DATA**

Fax Number: (402)964-5050  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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:	500627.1 - CONAGRA ASSIGN
NAME OF SUBMITTER:	Christopher M. Bikus
Signature:	/Christopher M. Bikus/
Date:	02/27/2009

Total Attachments: 3  
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## ASSIGNMENT

This Assignment ("Assignment") is entered into by and between **CONAGRA FOODS, INC.**, a Delaware corporation, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102, U.S.A. ("Assignor"), and **CONAGRA FOODS RDM, INC.**, a Delaware corporation, having its principal offices at One ConAgra Drive, Omaha, Nebraska 68102, U.S.A. ("Assignee").

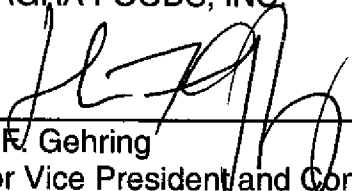
WHEREAS, Assignor is the owner of the trademarks and the associated registrations and/or applications for registration thereof existing in the United States listed on Exhibit "A" hereto ("Trademarks").

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 Ten Dollars (US\$10.00) and other 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 26<sup>th</sup> day of May, 2008.


CONAGRA FOODS, INC.

  
\_\_\_\_\_  
John R. Gehring  
Senior Vice President and Controller

CONAGRA FOODS RDM, INC.

  
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Scott E. Messel  
Vice President, Treasurer

Exhibit "A"

<u>Trademark</u>	<u>App. #</u>	<u>Reg. #</u>
ALEXIA	76/337,086	2,843,523
ALEXIA and Design	76/337,084	2,843,522
		
ALEXIA ARTISAN BREADS	78/568,999	3,137,126
ALEXIA CHICKEN NUGGETS	77/075,397	3,402,591
ALEXIA FRENCH	78/569,030	3,137,127
ALEXIA GARLIC BAGUETTE	78/568,993	3,137,125
ALEXIA GARLIC FRIES	78/699,771	3,331,416
ALEXIA HANNA GOLD	76/442,442	2,841,189
ALEXIA HASHED BROWNS	78/669,835	3,160,904
ALEXIA MASHED POTATOES	78/782,339	3,155,267
ALEXIA MOZZARELLA STIX	78/392,793	3,046,931
ALEXIA MUSHROOM BITES	78/392,797	3,007,969
ALEXIA ONION RINGS	78/392,785	3,007,968
ALEXIA OVEN BLENDS	78/403,119	3,007,978
ALEXIA OVEN FRIES	76/337,087	2,744,184
ALEXIA PIZZA SNACKS	78/771,155	3,235,344
ALEXIA POTATO NUGGETS	78/886,066	3,379,573
ALEXIA SWEET POTATO	78/487,234	3,136,842
ALEXIA THREE CHEESE	78/569,041	3,137,129

ALEXIA WAFFLE FRIES	78/669,851	3,155,256
ALEXIA WHOLE GRAIN	78/569,036	3,137,128
ALEXIA YUKON GOLD	76/337,085	2,740,755
ALL NATURAL GOURMET ALEXIA QUALITY PIZZA SNACKS and Design	78/777,337	3,393,113
		
COUNTRY REDS	76/503,520	2,858,673
MORNING FRIES	76/493,132	2,913,657
NORTHWEST RUSSET	76/507,493	2,868,100
OVEN CRINKLES	76/538,758	3,043,261
OVEN REDS	76/444,371	2,858,563