

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
Family Tradition Foods Inc.		02/20/2009	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Bonduelle Canada Inc.
Street Address:	540 chemin des Patriotes
City:	Saint-Denis-sur-Richelieu, Quebec
State/Country:	CANADA
Postal Code:	JOH 1K0
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	77038560	KING EDWARD MEDLEY
Registration Number:	3037352	VEGGIE BEER MATES
Registration Number:	2616903	JOHN O'S FAMILY TRADITION

CORRESPONDENCE DATA

Fax Number: (202)955-5564
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2024192407
 Email: elizabeth.vary@hklaw.com
 Correspondent Name: Elizabeth F. Vary, Holland & Knight LLP
 Address Line 1: 2099 Pennsylvania Avenue, NW
 Address Line 2: Suite 100
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

DOMESTIC REPRESENTATIVE

Name: Thomas W. Brooke, Holland & Knight LLP
 Address Line 1: 2099 Pennsylvania Avenue, N.W.

OP \$90.00 77038560

Address Line 2: Suite 100

Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

NAME OF SUBMITTER:

Elizabeth F. Vary

Signature:

/elizabeth f. vary/

Date:

03/13/2009

Total Attachments: 2

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TRADE-MARK ASSIGNMENT

WHEREAS FAMILY TRADITION FOODS INC. (hereinafter the “**Assignor**”) is the owner of the trade-marks listed in the attached schedule (hereinafter the “**Trade-marks**”);

WHEREAS BONDUELLE CANADA INC., having a principal place of business or head office at 540 chemin des Patriotes, Saint-Denis-sur-Richelieu, Quebec JOH 1K0, CANADA (hereinafter the “**Assignee**”), wishes to acquire the Trade-marks;

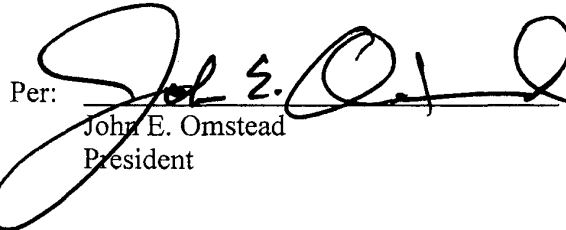
NOW THEREFORE, THESE PRESENTS WITNESSED THAT:

In consideration of the sum of one dollar (\$1.00) and for other good and valuable consideration, the sufficiency of which is hereby acknowledged, the Assignor does hereby assign and transfer unto the Assignee, the entire rights, title and interests in and to the Trade-marks, together with the goodwill attached to the wares/services in association with which the Trade-marks are used as well as all rights of action accrued or to accrue under and by virtue thereof, including all rights in administrative proceedings and the right to sue and recover for past infringement or illegal use of the Trade-marks, the whole without any restriction whatsoever.

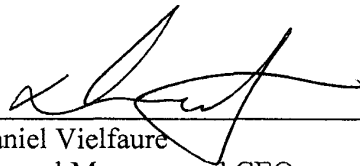
This Assignment may be signed in any number of counterparts, each of which is deemed to be an original and all of which taken together is deemed to constitute one and the same instrument. Each counterpart may be delivered by fax or email and a faxed or emailed copy is as effective as an original.

EXECUTED this 20th day of February, 2009.

FAMILY TRADITION FOODS INC.


Per: 
John E. Omstead
President

BONDUELLE CANADA INC.

Per: 
Daniel Vielfaure
General Manager and CEO

SCHEDULE

United States of America

Trade-mark	Application No.	Registration No.
KIND EDWARD MEDLEY	77/038,560	N/A
VEGGIE BEER MATES	76/614,705	3,037,352
	76/161,973	2,616,903

999687.1

RECORDED: 03/13/2009

TRADEMARK
REEL: 003951 FRAME: 0801