

# 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
IRISHGOLD FOODS, INC.		08/27/2009	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	NPC PROCESSING, INC.		
Street Address:	15 Holmes Road		
City:	South Burlington		
State/Country:	VERMONT		
Postal Code:	05403		
Entity Type:	CORPORATION: VERMONT		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2852463	SHANNON TRADITIONAL FINE FOODS	
Registration Number:	1613077	SHANNON TRADITIONAL	
CORRESPONDENCE DATA			
Fax Number:	(703)413-2220		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	703-413-3000		
Email:	tmdocket@oblon.com, ndyson@oblon.com		
Correspondent Name:	Roberta S. Bren & Oblon, Spivak, et al.		
Address Line 1:	1940 Duke Street		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	346964US35		
NAME OF SUBMITTER:	Roberta S. Bren		
Signature:	/Roberta S. Bren/nmd/		

OP \$65.00 2852463

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**TRADEMARK**  
**REEL: 004076 FRAME: 0899**

Date:

10/12/2009

Total Attachments: 1

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ASSIGNMENT OF UNITED STATES TRADEMARKS & REGISTRATIONS

WHEREAS, IRISHGOLD FOODS, INC., a corporation organized under the laws of the State of New Jersey, located and doing business at 525 Washington Blvd., Suite 2440, Jersey City, New Jersey 07310, has adopted, used, is using and is the owner of the mark SHANNON and the marks which are registered in the U.S. Patent and Trademark Office as follows:

SHANNON TRADITIONAL  
FINE FOODS and design

Reg. No. 2852463 dated June 15, 2004

SHANNON TRADITIONAL  
and design

Reg. No. 1613077 dated September 11, 1990

herein collectively referred to as "the Marks".

WHEREAS, NPC PROCESSING, INC, a corporation organized under the laws of Vermont, located and doing business 15 Holmes Road, South Burlington, VT 05403 is desirous of acquiring the Marks including but not limited to any and all common law rights that may exist in the separate elements thereof, the registrations therefor and the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, IRISHGOLD FOODS, INC., does hereby assign unto NPC PROCESSING, INC., all right, title and interest in and to the Marks including but not limited to any and all common law rights that may exist in the separate elements thereof, the registrations therefor and the goodwill of the business symbolized by the Marks, as well as the right to sue for past infringements thereof.

IRISHGOLD FOODS, INC.

Dated: 8/27/09

By (Signature): 

Name/Title: Peter D. Saraceno (President)