

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
United Agri Products, Inc.		10/14/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Loveland Products, Inc.		
Street Address:	7251 W. 4th Street		
City:	Greeley		
State/Country:	COLORADO		
Postal Code:	80634		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78675742	UAP UNITED AGRI PRODUCTS PERFORMANCE QUALITY VALUE	
CORRESPONDENCE DATA			
Fax Number:	(303)607-3600		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	303-607-3500		
Email:	trademarkdnvr@faegre.com		
Correspondent Name:	Leslie P. Kramer		
Address Line 1:	1700 LINCOLN STREET		
Address Line 2:	3200 Wells Fargo Center		
Address Line 4:	Denver, COLORADO 80203-4532		
ATTORNEY DOCKET NUMBER:	19661-319637		
NAME OF SUBMITTER:	Leslie P. Kramer		
Signature:	/Leslie P. Kramer/		

OP \$40.00 78675742

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**TRADEMARK
 REEL: 004078 FRAME: 0720**

Date:

10/15/2009

Total Attachments: 1

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Trademark Assignment

WHEREAS, UNITED AGRI PRODUCTS, INC., a Corporation under the laws of Delaware, with a principal address of 7251 W. 4th Street, Greeley, CO 80634 ("Assignor"), has intended to use the mark UAP UNITED AGRI PRODUCTS PERFORMANCE QUALITY VALUE AND DESIGN (the "Mark") in commerce, and has filed an application in the United States Trademark Office now assigned serial number 78/675742 indicating that intention, but has not yet filed an allegation of use under Section 1(c) or 1(d) of the Trademark Act. Applicant is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by §15 U.S.C. 1060, which business is ongoing and existing;

WHEREAS, Loveland Products, Inc., a Corporation under the laws of Colorado, with a principal address of 7251 W. 4th Street, Greeley, CO 80634 (the "Assignee"), is desirous of acquiring the Mark and all title and rights thereunder, together with the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, including any applications to register the Mark, together with the goodwill of the business symbolized by the Mark, all common law rights related to the Mark, all rights of renewal and extension, and the right to recover for damages and profits for past, present and future infringements thereof.

UNITED AGRI PRODUCTS, INC.

Date: Oct. 14-09

By J. Billy Butler

Name:

Title:

Assistant Corporate Secy.

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