

**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>
Northern Star Co.		07/12/2010	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Michael Foods of Delaware, Inc.		
<b>Street Address:</b>	301 Carlson Parkway		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55303		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1596986	SIMPLY POTATOES	
Registration Number:	2374745	SIMPLY POTATOES	
Registration Number:	2471488	DINER'S CHOICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)492-7077		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	6124927043		
<b>Email:</b>	lrand@fredlaw.com		
<b>Correspondent Name:</b>	Stephen R. Bergerson		
<b>Address Line 1:</b>	200 S. 6th Street		
<b>Address Line 2:</b>	Suite 4000		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	NORTHERN STAR CO.		
<b>NAME OF SUBMITTER:</b>	Stephen R. Bergerson		

OP \$90.00 1596986

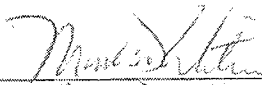
Signature:	/Stephen R. Bergerson/
Date:	07/29/2010
Total Attachments: 2 source=20100729163131#page1.tif source=20100729163131#page2.tif	

**ASSIGNMENT**

The undersigned, Northern Star Co., the full post office address of whose principal office or place of business is 3171 Fifth Street, Minneapolis, Minnesota 55414, United States of America, in consideration of the sum of \$1.00 (One Dollar) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby sell, assign and transfer to Michael Foods of Delaware, Inc., whose full post office address is Suite 300, 301 Carlson Parkway, Minneapolis, Minnesota, 55303, United States of America, its successors and assigns forever, all of its right, title and interest in, to and under, the trade-mark listed in Schedule A attached hereto, including all of the goodwill of the business appertaining to said trade-mark.

EXECUTED at Minnetonka, MN, on this 12<sup>th</sup> day of July, 2010.

NORTHERN STAR CO.

By:   
Name: Mark D. Winter  
Title: Treasurer

TOR 4398486

SCHEDULE A

Registration No.	Registration Date	Trademark
1,596,986	5/15/1990	SIMPLY POTATOES
2,374,745	8/8/2000	SIMPLY POTATOES
2,471,488	7/24/2001	DINER'S CHOICE