

**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>
Naturally Potatoes a Basic American Foods Division, LLC	FORMERLY Naturally Potatoes LLC	08/31/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pineland Farms Potato Company, Inc.		
<b>Street Address:</b>	P.O Box 390		
<b>City:</b>	Mars Hill		
<b>State/Country:</b>	MAINE		
<b>Postal Code:</b>	04758		
<b>Entity Type:</b>	CORPORATION: MAINE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3355312	NATURALLY POTATOES	
Registration Number:	3355311	NATURALLY POTATOES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(207)871-8026		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2077742635		
<b>Email:</b>	cdargie@perkinsthompson.com		
<b>Correspondent Name:</b>	Christopher M. Dargie, Esq.		
<b>Address Line 1:</b>	One Canal Plaza, P.O. Box 426		
<b>Address Line 4:</b>	Portland, MAINE 04112-0426		
<b>NAME OF SUBMITTER:</b>	Christopher M. Dargie		
<b>Signature:</b>	/Christopher M. Dargie/		
<b>Date:</b>	09/10/2010		

OP \$65.00 3355312

Total Attachments: 2

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Registrant: Naturally Potatoes a Basic American Foods Division, LLC  
Mark: NATURALLY POTATOES  
Registration No.: 3,355,311  
Issued: December 18, 2007

**ASSIGNMENT OF TRADEMARK UNDER 37 C.F.R. 3.11**

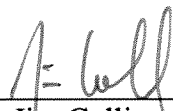
WHEREAS, Naturally Potatoes a Basic American Foods Division, LLC, a Delaware limited liability company, having its principal offices at 115 Presque Isle Road, Mars Hill, Maine, 04758, has adopted, used, is using and is the owner of the trademark NATURALLY POTATOES now registered in the United States Patent and Trademark Office and referenced above; and

WHEREAS, Pineland Farms Potato Company, Inc., a Maine corporation, having an address of c/o Three Canal Plaza, Suite 500, Portland, ME 04112-8516, is desirous of acquiring said registered trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Naturally Potatoes a Basic American Foods Division, LLC hereby assigns to Pineland Farms Potato Company, Inc. all of its right, title and interest in and to the trademark NATURALLY POTATOES, together with the goodwill of the business symbolized by said trademark and the registration thereof.

Signed at San Francisco, California on this 31<sup>st</sup> day of August, 2010.

**Naturally Potatoes a Basic American Foods  
Division, LLC**

By:   
Name: Jim Collins  
Title: Chief Financial Officer

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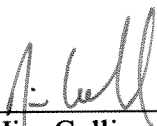
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