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
Simmons Foods, Inc.		10/04/2010	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	Simmons Prepared Foods, Inc.
Street Address:	P.O. Box 430
City:	Siloam Springs
State/Country:	ARKANSAS
Postal Code:	72761
Entity Type:	CORPORATION: ARKANSAS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85016136	BENTO

CORRESPONDENCE DATA

Fax Number: (918)584-1718
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 918-587-2000
Email: mkachigian@hjklaw.com
Correspondent Name: Head, Johnson & Kachigian, P.C.
Address Line 1: 228 West 17th Place
Address Line 4: Tulsa, OKLAHOMA 74119

ATTORNEY DOCKET NUMBER:	MGK/SIM572-20/10105
NAME OF SUBMITTER:	Mark G. Kachigian
Signature:	/markgkachigian/
Date:	10/06/2010

CH $40.00 85016136

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

WHEREAS, SIMMONS FOODS, INC., an Arkansas corporation, having a mailing address of P.O. Box 430, Siloam Springs, Arkansas 72761 (hereinafter "ASSIGNOR"), is the owner of United States Trademark Application Serial No. 85/016,136 for the mark "**BENTŌ**" and Design, filed with the U.S. Trademark Office on April 16, 2010; and

WHEREAS, SIMMONS PREPARED FOODS, INC., an Arkansas corporation, having a mailing address of P.O. Box 430, Siloam Springs, Arkansas 72761 (hereinafter "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to such trademark "**BENTŌ**" and Design and the registration therefor.

NOW, THEREFORE, in consideration of $1.00 and other good and valuable considerations, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, sell and convey to ASSIGNEE, the trademark "**BENTŌ**" and Design and the registration therefor, together with the goodwill associated therewith, and including the right to sue for past infringement if any there may be.

SIMMONS FOODS, INC.

Date: 10-4-10

By _____
Michael R. Jones
Vice President and CFO

NOTARY PUBLIC

STATE OF ARKANSAS)
) ss.
COUNTY OF Benton)

Subscribed and sworn to before me this 4 day of October, 2010 by Michael R. Jones to me known to be the Vice President and CFO of Simmons Foods, Inc.

My Commission Expires: _____
My Commission No. _____

RENA ANN DAVIS
Benton County
Notary Public - Arkansas
My Commission Expires Aug 11, 2014

_____
Notary Public