

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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		

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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 "BENTÖ" and Design, filed with the U.S. Trademark Office on April 16, 2010; and

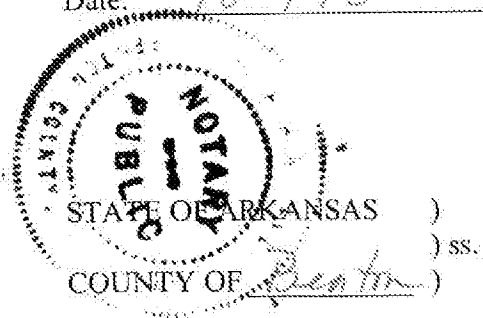
WHEREAS, SIMMONS PREPARED FOODS, INC., an Arkansas corporation, having a mailing address of P.O. Box 430, Siloam Springs, Arkansas 72761 (hereinafter "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to such trademark "BENTÖ" and Design and the registration therefor.

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 "BENTÖ" 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 [Signature]
Michael R. Jones
Vice President and CFO



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 RENA ANN DAVIS
Benton County
My Commission Expires Aug 11, 2014

[Signature]
Notary Public