

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
Violet Packing LLC		11/18/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Burnham & Morrill Company
Street Address:	Four Gatehall Drive
Internal Address:	Suite 110
City:	Parsippany
State/Country:	NEW JERSEY
Postal Code:	07054
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	3747941	ANNESE
Registration Number:	0658138	DON PEPINO
Registration Number:	0768465	DON PEPINO
Registration Number:	0900371	DON PEPINO
Registration Number:	2098899	DONPEPINO
Registration Number:	3851818	FATTORIA FRESCA
Registration Number:	1752733	
Registration Number:	1733345	SCLAFANI
Registration Number:	3360094	SCLAFANI
Registration Number:	2078857	SCLAFANI
Registration Number:	0795652	VIOLET
Serial Number:	77223722	SCLAFANI
Serial Number:	85150377	VIOLET FOODS

TRADEMARK

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REEL: 004421 FRAME: 0356

CH \$340.00 3747941

CORRESPONDENCE DATA

Fax Number: (312)827-8185
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-807-4350
Email: chicago.trademarks@klgates.com, sana.hakim@klgates.com
Correspondent Name: Sana Hakim c/o K&L Gates LLP
Address Line 1: P.O. Box 1135
Address Line 4: Chicago, ILLINOIS 60690-1135

ATTORNEY DOCKET NUMBER:	3709483.00038
NAME OF SUBMITTER:	Sana Hakim
Signature:	/sh/
Date:	11/24/2010

Total Attachments: 5
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Violet Packing LLC, a Delaware limited liability company, having its principal offices at 123 Railroad Avenue, Williamstown, New Jersey 08094 (“Assignor”), owns the trademarks and applications and registrations listed on Exhibit A and Exhibit B (collectively “Trademarks”);

WHEREAS, Burnham & Morrill Company, a Delaware corporation, having its principal offices at Four Gatehall Drive, Suite 110, Parsippany, New Jersey 07054 (“Assignee”), by virtue of the Asset Purchase Agreement dated November 18, 2010 executed by Assignor and Assignee (the “Purchase Agreement”), is the successor to the ongoing and existing portion of the business of Assignor to which the Trademarks pertain;

WHEREAS, Assignee desires to acquire the Trademarks;

WHEREAS, Assignor desires to assign to Assignee the Trademarks; and





WHEREAS, the purpose of this agreement is merely to provide documentation suitable to record and otherwise implement a portion of the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement being controlling in this matter.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE, all right, title and interest in and to said Trademarks and resulting registrations and applications therefor, including all common law rights therefor and any foreign applications or registrations, together with the goodwill of the business symbolized by said trademarks and registrations, all causes of action for damages by reason of past, present or future infringement thereof, and all income, royalties or payments due as of the date hereof or hereafter.

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EXHIBIT A

Federal Trademark Registrations and Applications

Owner	Trademark	Registration No./ Application No.	Registration Date
Violet Packing, LLC	ANNESE ANNESE	3,747,941	February 9, 2010
Violet Packing LLC	DON PEPINO	658,138	February 4, 1958
Violet Packing LLC	DON PEPINO (Stylized) 	768,465	April 21, 1964
Violet Packing LLC	DON PEPINO (Stylized) 	900,371	October 6, 1970
Violet Packing LLC	DONPEPINO and Design 	2,098,899	September 23, 1997
Violet Packing, LLC	FATTORIA FRESCA	3,851,818	September 21, 2010
Violet Packing LLC	MISCELLANEOUS DESIGN 	1,752,733	February 16, 1993
Violet Packing LLC	SCLAFANI	1,733,345	November 17, 1992
Violet Packing LLC	SCLAFANI	3,360,094	December 25, 2007
Violet Packing LLC	SCLAFANI	2,078,857	July 15, 1997
Violet Packing LLC	SCLAFANI	77/223,722	Pending - Filed 7/6/07
Violet Packing LLC	VIOLET	795,652	September 7, 1965

Owner	Trademark	Registration No./ Application No.	Registration Date
Violet Packing, LLC	VIOLET FOODS	85/150,377	Pending - Filed 10/12/10

EXHIBIT B

State Trademark Registrations

Owner	Trademark	Registration No.	State	Registration Date
Violet Packing Company	VIOLET	N/A	Pennsylvania	August 13, 1957
Violet Packing Company	VIOLET	RN:907,860	Florida	November 3, 1965
Violet Packing Company	VIOLET	TM4419	Ohio	January 26, 1983
Violet Packing Company	VIOLET	N/A	California	June 10, 1963
Violet Packing, LLC	VIOLET	19760605	Rhode Island	June 1, 1976
Violet Packing Company	VIOLET	1829	North Carolina	May 21, 1963
Violet Packing Company	VIOLET	0000014590	New Jersey	October 29, 1946
Violet Packing Company	VIOLET (stylized)	5006-113	Indiana	May 28, 1963
Violet Packing Company	VIOLET	43280 (Renewal No. 17371)	California	April 25, 1963
Violet Packing, LLC	VIOLET (Stylized)	N/A	South Carolina	June 14, 1953
Violet Packing Company	VIOLET (Stylized)	9,958	Connecticut	July 12, 1996
Violet Packing, LLC	VIOLET and Design	23,958	New York	May 22, 1976
Violet Packing, LLC	VIOLET and Design	26,276	Massachusetts	June 11, 1975
Violet Packing, LLC	VIOLET	22,611	Connecticut	May 15, 2006
Violet Packing Co.	VIOLET BRAND	Vol. 101, p. 50	New Hampshire	April 2, 1964
Violet Packing Co.	VIOLET	734416 (Renewal No. 2003-0062)	Maryland	May 20, 1973 (last renewed April 8, 2003)