

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
Coleman Natural Foods, LLC		11/30/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Coleman Natural Products, Inc.		
Street Address:	1667 Cole Boulevard, Bldg. 19, Suite 300		
City:	Lakewood		
State/Country:	COLORADO		
Postal Code:	80401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78972663	COLEMAN NATURAL HAMPSHIRE	
Registration Number:	3617699	COLEMAN NATURAL HAMPSHIRE	
CORRESPONDENCE DATA			
Fax Number:	(719)633-1518		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	719-473-3800		
Email:	jill.chalmers@hro.com, judi.cope@hro.com		
Correspondent Name:	Jill J. Chalmers		
Address Line 1:	90 South Cascade Avenue, Suite 1300		
Address Line 2:	Holme Roberts & Owen LLP		
Address Line 4:	Colorado Springs, COLORADO 80903		
ATTORNEY DOCKET NUMBER:	50043-00070		
NAME OF SUBMITTER:	Jill J. Chalmers		
Signature:	/jill j. chalmers/		

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 REEL: 004424 FRAME: 0051

Date:

11/30/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT AGREEMENT

This is a Trademark Assignment Agreement by and between Coleman Natural Foods, LLC, a Delaware limited liability corporation ("Assignor"), having a mailing address of 1667 Cole Boulevard, Building 19, Suite 300, Lakewood, Colorado 80401, and Coleman Natural Products, Inc., a Delaware corporation ("Assignee"), having a mailing address of 1667 Cole Boulevard, Building 19, Suite 300, Lakewood, Colorado 80401.

WHEREAS, Assignor is the owner of all right, title and interest, including, without limitation, common law trademark rights, in and to the trade names, logos, trademarks, service marks and other designations of origin containing the term "COLEMAN NATURAL HAMPSHIRE" used in connection with the business of Assignor, including, without limitation, the COLEMAN NATURAL HAMPSHIRE and design" mark and application for registration in the United States therefor (Serial No. 78/972,663 filed on September 12, 2006) in connection with "processed, cooked and frozen pork; pork products, namely prepackaged cooked and uncooked meals; ham; bacon; sausages; hot dogs" in International Class 29, and the registration in the United States therefor (Reg. No. 3,617,699 dated May 5, 2009) in connection with "fresh pork" (collectively referred to as the "Mark");

WHEREAS, Assignee as the successor to the portion of Assignor's business to which the Mark pertains, desires to acquire all right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Mark, together with the goodwill symbolized by said Mark and including the portion of Assignor's business to which the Mark pertains, and Assignor hereby agrees to take such other actions as are reasonably necessary to transfer and assign the Mark to Assignee, including, without limitation, registering this Trademark Assignment Agreement with the United States Patent and Trademark Office.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned this 30th day of November, 2010.

COLEMAN NATURAL FOODS, LLC

By Eva Safar 11-30-10
Eva Safar, VP of Marketing