

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bimbo Foods, Inc.	FORMERLY Weston Foods, Inc.	03/30/2009	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Norse Dairy Systems, LLC
<b>Street Address:</b>	22 St. Clair Avenue, East, Suite 1901
<b>Internal Address:</b>	c/o George Weston Limited
<b>City:</b>	Toronto
<b>State/Country:</b>	CANADA
<b>Postal Code:</b>	M4T 2S7
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	1693371	COLOSSO
Registration Number:	1991884	COLOSSO
Registration Number:	1507411	COLOSSO-BOWL

**CORRESPONDENCE DATA**

Fax Number: (202)857-6389  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 2028576389  
 Email: henrye@arentfox.com  
 Correspondent Name: Michael A. Grow  
 Address Line 1: 1050 Connecticut Avenue, NW  
 Address Line 2: Arent Fox LLP  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

<b>ATTORNEY DOCKET NUMBER:</b>	19789/000
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DOMESTIC REPRESENTATIVE

**900179467**

**TRADEMARK  
 REEL: 004438 FRAME: 0962**

**OP \$90.00 1693371**

Name: Michael A. Grow  
Address Line 1: 1050 Connecticut Avenue, NW  
Address Line 2: Arent Fox LLP  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:	E.T. Henry/Trademark Specialist
Signature:	/E.T. Henry/
Date:	12/22/2010

Total Attachments: 3  
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## TRADEMARK ASSIGNMENT

**THIS ASSIGNMENT** is effective as of the 21<sup>st</sup> day of January, 2009, between Bimbo Foods, Inc. (formerly known as Weston Foods, Inc.), a Delaware corporation (hereinafter, "ASSIGNOR") and Norse Dairy Systems, LLC, a limited liability corporation (hereinafter, "ASSIGNEE").

**WHEREAS, ASSIGNOR** is the record title holder of the trademarks listed in Schedule A ("Marks") attached hereto; and

**WHEREAS, ASSIGNEE** is desirous of acquiring all rights, title and interest in the Marks, including but not limited to, the registrations thereof, together with the goodwill of the business symbolized by said Marks; and

**WHEREAS, ASSIGNOR** covenants that it will, when requested, execute, deliver and acknowledge all such further instruments of conveyance and do and perform all such other acts and things as ASSIGNEE may reasonably require to more effectively accomplish the assignment, transfer and recordation thereof of the said Marks; and

**NOW, THEREFORE,** in consideration of the sum of \$10.00, the receipt and sufficiency thereof is acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE, its successors and assigns, all rights, title and interest in the Marks, including, but not limited to, registrations thereof, together with the goodwill of the business symbolized by said Marks, together with the right to sue for past, present or future infringement of said Marks, and to collect and retain damages and profits therefor, all of the foregoing to be held and enjoyed by ASSIGNEE for its own use and for the use of its successors, assigns or other legal representatives, together with all of the income, royalties, damages and payments now or hereafter due or payable with respect thereto.

ASSIGNEE's authority hereunder shall include, without limitation, the authority to execute and receive any certificate of ownership or other document to transfer title to any of the Marks assigned pursuant to this Trademark Assignment, and to take any other actions necessary or incident to the powers granted to ASSIGNEE in this Trademark Assignment.

IN WITNESS WHEREOF, I hereto set my hand at Horsham, Pennsylvania, this 26th day of March, 2009.

BIMBO FOODS, INC.

NORSE DAIRY SYSTEMS, LLC

By: Shelly W. Seligman

By: [Signature]

Name: SHELLY W. SELIGMAN  
Vice President and Secretary

Name: Robert A. Balcom

Title: \_\_\_\_\_

Title: Senior Vice President, Assistant Secretary

State of Pennsylvania §

County of Montgomery §

Before me, this 26<sup>th</sup> day of March, 2009, personally appeared Shelly W. Seligman, known to me to be the person whose name is subscribed to the foregoing Trademark Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

NOTARIAL SEAL  
LINDA M. SCHEUERER, Notary Public  
Horsham Twp., Montgomery County  
My Commission Expires June 24, 2009  
[Notary's Seal Here]

[Signature]  
Notary Public  
My Commission Expires: 6/24/09

to City of Toronto §  
State of \_\_\_\_\_ §

Province of Ontario §  
County of \_\_\_\_\_ §

Before me, this 30<sup>th</sup> day of March, 2009, personally appeared Robert Balcom, known to me to be the person whose name is subscribed to the foregoing Trademark Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

[Notary's Seal Here]

[Signature]  
Notary Public  
My Commission Expires: N/A

**EXHIBIT A**

<b>Trademark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
COLOSSO	1,693,371	6/9/1992
COLOSSO	1,991,884	8/6/1996
COLOSSO-BOWL	1,507,411	10/4/1998

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