

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
Danish Crown AmbA		02/15/2011	CORPORATION: DENMARK
RECEIVING PARTY DATA			
Name:	Danish Crown A/S		
Street Address:	Marsvej 43		
City:	8960 Raders SO		
State/Country:	DENMARK		
Entity Type:	CORPORATION: DENMARK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1210780	ESS-FOOD	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	DAVID EHRLICH		
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Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	DANC 0109805		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

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Address Line 4:

NAME OF SUBMITTER:

David Ehrlich

Signature:

/anca nicolescu/

Date:

03/14/2011

Total Attachments: 1

source=Executed assignment to Danish CrownA-S (F0764958)#page1.tif

ASSIGNMENT

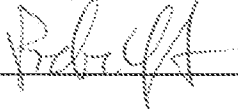

WHEREAS, Danish Crown AmbA, a Denmark corporation, located at Marsvej 43, DK-8900 Randers, Denmark ("Assignor"), is the owner of the following trademark registration in the United States:

TRADEMARK	REGISTRATION NUMBER
ESS-FOOD & Design	1,210,780

WHEREAS, Danish Crown A/S, a Denmark corporation, whose address is Marsvej 43, 8960 Raders SØ, Denmark ("Assignee"), is desirous of acquiring said registration and all associated goodwill in said trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named registration therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

Danish Crown AmbA

By:  

Name: PREBEN SUNKE KJELD JOHANNESSEN

Title: CFO CEO

Date of Signature: 15 February 2011

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