

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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
Promark Brands Inc.		04/27/2011	CORPORATION: IDAHO

**RECEIVING PARTY DATA**

<b>Name:</b>	H. J. Heinz Company
<b>Street Address:</b>	One PPG Place, Suite 3100
<b>City:</b>	Pittsburgh
<b>State/Country:</b>	PENNSYLVANIA
<b>Postal Code:</b>	15222
<b>Entity Type:</b>	CORPORATION: PENNSYLVANIA

**PROPERTY NUMBERS Total: 187**

Property Type	Number	Word Mark
Registration Number:	2142091	@
Registration Number:	3401070	@
Registration Number:	2132069	
Serial Number:	85027013	57
Registration Number:	1931788	57
Registration Number:	1122910	57
Registration Number:	0600093	57
Registration Number:	2199355	57 DRAFT
Registration Number:	0061051	57 VARIETIES
Registration Number:	1933256	57 VARIETIES
Serial Number:	85247980	57TH STREET GRILLE
Registration Number:	3502769	ABC TATER TOTS
Registration Number:	2103238	ALDEN MERRELL
Registration Number:	2103222	ALDEN MERRELL

OP \$4690.00 2142091

Registration Number:	3384555	ALDEN MERRELL
Registration Number:	3500966	AMERICA'S FAVORITE
Registration Number:	3724203	AMERICA'S FAVORITE
Registration Number:	3939679	AMERICA'S FAVORITE HEINZ ORIGINAL COCKTAIL SAUCE
Registration Number:	2098790	AMERICA'S FAVORITE KETCHUP
Registration Number:	3883183	ANYTIME SELECTIONS
Registration Number:	3410108	BAGEL BISTRO
Registration Number:	3505189	BAGEL BITES
Registration Number:	1399736	BAGEL BITES
Registration Number:	2926905	BAGEL BITES
Registration Number:	3295423	BAGEL BITES TO GO
Registration Number:	3781710	BISTRO SELECTIONS
Registration Number:	2665061	
Registration Number:	2752694	BURGER BOOSTER
Registration Number:	1801641	CALZINI
Registration Number:	2200486	CAMPSIDE
Registration Number:	2826442	CHAMPAGNE COLLECTION
Registration Number:	3469527	CHEESY TOTS
Registration Number:	1883738	CHEF FRANCISCO
Registration Number:	3237458	CHEF FRANCISCO CULINARY COLLECTION
Registration Number:	3592142	CHEF FRANCISCO
Registration Number:	1176389	
Registration Number:	3669382	CHEF-MADE QUALITY. READY-MADE PROFIT.
Registration Number:	1141901	CRISPERS!
Registration Number:	1735062	CRISPY CROWNS!
Registration Number:	1906705	CRISPY CRUNCHIES
Registration Number:	1797216	CRUST CUISINE
Serial Number:	85164680	DIP AND SQUEEZE
Serial Number:	85164671	DIP N' SQUEEZE
Registration Number:	3920666	DIP & SQUEEZE
Registration Number:	3138553	DRAGON SHRIMP LO MEIN
Registration Number:	3254256	EASY BREAKFAST POTATOES
Registration Number:	3009510	EASY FRIES
Serial Number:	85303214	EAT YOUR BEST
Registration Number:	3517854	ENTERTAINING MADE EASY

	2883354	EZ MARINADER
Registration Number:	3876888	EZ MARINADER
Registration Number:	3026571	EZ MARINADER
Registration Number:	3033240	FAST FOOD FRIES
Registration Number:	2565414	FLORENTINE
Registration Number:	3233799	FOREVER FULL
Registration Number:	2973073	FRY SHAKERS
Registration Number:	1525975	FRYER SAVER
Registration Number:	1339666	FRYER SAVER PRODUCTS
Registration Number:	3055827	FUNKY FRIES
Serial Number:	85084563	
Registration Number:	0739071	GOLDEN CRINKLES
Registration Number:	0625582	"GOLDEN FRIES"
Registration Number:	2153541	GOLDEN PATTIES
Registration Number:	1602601	GOLDEN TWIRLS
Registration Number:	3418961	GREAT TO GO
Registration Number:	3624401	GROWN NOT MADE
Registration Number:	3413234	GUESS WHO TASTES BETTER THAN EVER?
Registration Number:	3251778	HEINZ
Registration Number:	1935618	HEINZ
Registration Number:	0062182	HEINZ
Registration Number:	2224447	HEINZ
Serial Number:	77873975	HEINZ
Serial Number:	85084580	HEINZ
Registration Number:	3084671	HEINZ57SOURCE
Registration Number:	3078874	HEINZ 57 SOURCE
Registration Number:	1760089	HEINZ BELL'ORTO
Serial Number:	85301241	HEINZ FIELD
Serial Number:	85100827	HEINZ GOLD LINE
Registration Number:	3001938	HEINZ HITCH
Registration Number:	3013296	HEINZ HITCH
Registration Number:	0892173	HEINZ
Registration Number:	2229109	HEINZ
Registration Number:	0221041	HEINZ EST'D 1869 HEINZ 57 PURE FOOD PRODUCTS MADE IN U.S.A. BY H.J. HEINZ CO., PITTSBURGH, PA., U.S.A.

Registration Number:	3188685	HEINZ
Registration Number:	1745471	HEINZ
Registration Number:	0031048	HEINZ
Registration Number:	0061052	HEINZ
Registration Number:	3251188	HEINZ PICNIC PACK
Registration Number:	3142801	HEINZ RED ZONE
Registration Number:	3411664	HEINZ RED ZONE
Registration Number:	3604284	HEINZ THE GOOD FOOD COMPANY
Registration Number:	3658503	HEINZ THE GOOD FOOD COMPANY
Registration Number:	3894565	HEINZ THE GOOD FOOD COMPANY
Registration Number:	3600418	HEINZ TOMATO SEED
Registration Number:	3832774	HEINZ THE ALL NATURAL CHOICE FOR FOOD
Registration Number:	3614007	HEINZFRESH
Serial Number:	77916733	INSPIRED ENTERTAINING
Registration Number:	3729900	INSPIRED ENTERTAINING
Registration Number:	2233574	H.J.HEINZ TOMATO KETCHUP ESDT 1869 57 VARIETIES
Serial Number:	85026971	
Registration Number:	0799959	
Registration Number:	0795664	
Registration Number:	2068720	KILLER RINGS
Registration Number:	0332203	LEA & PERRINS
Registration Number:	3898491	
Registration Number:	2213280	LEA & PERRINS THE ORIGINAL WORCESTERSHIRE SAUCE SAME PREMIUM QUALITY SINCE 1835
Registration Number:	0068150	LEA & PERRINS
Registration Number:	3498973	LEA & PERRINS
Registration Number:	3392923	MAX-EVAC
Registration Number:	3606457	MENU INSPIRATIONS
Registration Number:	3606460	MENU INSPIRATIONS
Registration Number:	2108791	MINI TATER TOTS
Registration Number:	1928904	MOORE'S
Registration Number:	1883715	MOORE'S
Registration Number:	3213335	MOOR-RING
Serial Number:	85009376	MORNING EXPRESS
Registration Number:	3803523	MORNING EXPRESS

Registration Number:	2810694	MR. YOSHIDA'S
Registration Number:	3107847	MR. YOSHIDA'S
Registration Number:	3495804	MUSTARDAISE
Registration Number:	1995290	NANCY'S
Registration Number:	1941929	NANCY'S
Serial Number:	77916820	NANCY'S
Serial Number:	85297339	NANCY'S
Registration Number:	3729912	NANCY'S
Registration Number:	1757072	NANCY'S PETITE QUICHE
Registration Number:	1186044	NANCY'S QUICHE
Registration Number:	3109637	NO WAIT, NO MESS
Registration Number:	3573663	NO WAIT, NO MESS
Registration Number:	1965143	ONION RINGERS
Serial Number:	85090180	
Serial Number:	77844488	ORE IDA
Registration Number:	3651863	ORE IDA
Registration Number:	3375767	ORE IDA
Registration Number:	3070144	ORE IDA EVERCRISP
Registration Number:	3417895	ORE IDA
Registration Number:	0739456	ORE-IDA
Registration Number:	3444979	ORE-IDA
Registration Number:	3473548	ORE-IDA COUNTRY INN CREATIONS
Registration Number:	0922884	ORE IDA
Registration Number:	3702181	ORE IDA
Registration Number:	3444981	ORE IDA
Registration Number:	3328811	PARTY ESSENTIALS
Registration Number:	1785699	PIXIE CRINKLES
Serial Number:	85066459	SATISFYING SELECTIONS
Registration Number:	3329409	SCRATCH PLUS
Registration Number:	3110511	SILLY SQUIRTS
Serial Number:	85031056	SIMPLY HEINZ
Serial Number:	85040207	SIMPLY HEINZ
Registration Number:	2916538	SMART ONES
Registration Number:	2916539	SMART ONES
Registration Number:	3462182	SMART ONES

	1911590	SMART ONES
Registration Number:	2204080	SMART ONES
Registration Number:	2637030	SMARTWICH
Registration Number:	3242560	SO CLOSE TO HOMEMADE
Registration Number:	3416646	SPUD BITES
Registration Number:	3125705	STAY CLEAN CAP
Serial Number:	77844489	STEAM N' ENJOY
Registration Number:	3713599	STEAM N' MASH
Registration Number:	2054694	SUN SPOTS
Registration Number:	3019908	SUN STIX
Registration Number:	3214065	TASTE SO GOOD, YOU WANT TO BE GOOD
Registration Number:	3375825	TASTE SO GOOD, YOU WANT TO BE GOOD
Registration Number:	3619390	TASTE SO GOOD, YOU WANT TO BE GOOD
Registration Number:	2639462	TATER DOGS
Registration Number:	0668762	TATER TOTS
Registration Number:	2194768	TEXAS CRISPERS!
Registration Number:	3165209	THAT'S THE ORE-IDA EFFECT
Registration Number:	1239655	LEA & PERRINS WORCESTERSHIRE SAUCE THE ORIGINAL AND GENUINE
Registration Number:	3287584	THE "SOUP'R" DRESSINGS AND SAUCES PEOPLE
Registration Number:	3088245	THE WORLD'S FAVORITE KETCHUP
Registration Number:	2079161	TIMBERLINE
Registration Number:	1364729	TODDS
Registration Number:	3664978	
Registration Number:	1192245	TRADITIONAL
Registration Number:	3453541	TRUST HEINZ TO MAKE ENTERTAINING DELIGHTFULLY EASY AND SPECIAL
Registration Number:	2386677	
Registration Number:	3468948	TWO GREAT FLAVORS, ONE GREAT TASTE
Registration Number:	3328906	UNWRAP THE POSSIBILITIES
Registration Number:	3196580	VALLEY SELECT
Registration Number:	1229917	VOL-PAK
Registration Number:	2794995	WHEN YOU'RE SMART, IT SHOWS
Registration Number:	1716207	YOSHIDA'S
Registration Number:	1716206	YOSHIDA'S

Registration Number:	1735763	ZESTIES!
Registration Number:	2187803	ZESTY TWIRLS

**CORRESPONDENCE DATA**

Fax Number: (412)456-1035  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 412-456-6004  
Email: kelly.beck@us.hjheinz.com  
Correspondent Name: Sabrina J. Hudson  
Address Line 1: One PPG Place, Suite 3100  
Address Line 4: Pittsburgh, PENNSYLVANIA 15222

NAME OF SUBMITTER:	Sabrina J. Hudson
Signature:	/Sabrina J. Hudson/
Date:	05/05/2011

**Total Attachments: 18**  
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**ASSIGNMENT OF INTELLECTUAL PROPERTY AND  
INTELLECTUAL PROPERTY AGREEMENTS**

WHEREAS, ProMark Brands Inc., an Idaho corporation, with a principal place of business at 2541 North Stokesberry Place, Suite 100, Meridian, Idaho 83646, ("Assignor") is the owner or partial owner of the trademark and copyright registrations and applications set forth on Schedule A attached hereto, as well as other unregistered common law trademarks, trade dress, label designs, and copyrights and certain trade secrets consisting of product recipes including product formulae and process sheets (collectively, the "Intellectual Property");

WHEREAS, Assignor is a party to various Agreements, including license agreements, relating to the Intellectual Property ("Agreements"); and

WHEREAS, H. J. Heinz Company, a Pennsylvania corporation with a principal place of business at One PPG Place, Suite 3100, Pittsburgh, Pennsylvania 15222 ("Assignee") is desirous of acquiring all Assignor's right, title and interest in and to the Intellectual Property, including the portion of the business to which the Intellectual Property pertains and the goodwill of the business connected with the use thereof and symbolized thereby, and the Agreements.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer all its right, title and interest in and to the Intellectual Property, together with the portion of the business to which the Intellectual Property pertains and the goodwill of the business connected with the use of and symbolized by the Intellectual Property, and the Agreements to Assignee.

Assignor agrees to execute any and all additional documents that may be necessary to protect and record title to the Intellectual Property and Agreements to Assignee and to carry out the intent of this Assignment.

Dated this 27th day of April 2011.

ProMark Brands Inc.

By: \_\_\_\_\_





Name: Robert Yoshida



Title: President








Schedule A


A. Trademark Applications and Registration fully owned by Assignor

Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	75171067	2142091	35 - Retail and wholesale bakery services; 42 - Café services.
	United States of America	77203811	3401070	30 - Dessert bars, namely baked fruit bars, namely, lemon bars, caramel bars, chocolate bars, coconut-based bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars.
	United States of America	75170818	2132069	30 - Bakery products, namely, cakes, cheesecakes, tortes, pies, pastry, muffins, scones, bagels, cookies, biscotti, bread puddings, brownies, cupcakes, breads for consumption on or off the premises; coffee; tea.
57	United States of America	85027013	Pending	8 - Spreader knives; steak knives; 14 -Lapel pins; 20 - Plastic clips for sealing bags; non-metal and non-leather key chains; 21 - Mugs; statues of crystal; thermal insulated wrap for cans to keep the contents cold or hot; 24 - Blanket throws; 25 - Baseball caps; shirts; socks; t-shirts; 26 - Shoe charms; shoelaces; thimbles; 28 - Baseballs; golf balls; golf club covers; stuffed toy animals; toy trains and accessories therefor; toy whistles; 29 - Frozen appetizers, snacks and hors d'oeuvres consisting of meats, poultry, fish, seafood, potatoes, fruits, vegetables, mushrooms, eggs and cheese.
57	United States of America	74612810	1931788	25 - Shirts, sweatshirts, sweaters, t-shirts, scarves, ties, sweatpants, shorts and caps.
57	United States of America	73127572	1122910	29 – Pickles; 30 - Sauces for food consisting principally of vegetables, fruits and seasonings, mustard and tomato ketchup.
	United States of America	71630675	600093	46 - Canned and bottled vegetable sauces consisting principally of vegetables and seasonings, and sauces for food consisting principally of vegetables and seasonings; pickles, mustard, and tomato ketchup.







Trademark	Country	App. No.	Reg. No.	Classes and Goods
57 DRAFT	United States of America	75238072	2199355	36 - Money drafts for use in transferring moneys for trade merchandising payments and related services.
57 VARIETIES	United States of America	71020754	61051	46 - Catchup, sauces.
57 VARIETIES	United States of America	74612812	1933256	25 - Shirts, sweatshirts, sweaters, t-shirts, scarves, ties, sweatpants, shorts and caps.
	United States of America	85247980	Pending	30 - Frozen appetizers, snacks and hors d'oeuvres consisting of bread, pastry, dough or rice.
ABC TATER TOTS	United States of America	77250884	3502769	29 - Processed potatoes.
ALDEN MERRELL	United States of America	75172088	2103238	30 - Bakery products, namely cakes, cheesecakes, tortes, pies, pastry, muffins, scones, bagels, cookies, biscotti, bread puddings, brownies, cupcakes, breads for consumption on or off the premises.
ALDEN MERRELL	United States of America	75170817	2103222	35 - Retail and wholesale bakery shop services; 42 - Café services.
ALDEN MERRELL	United States of America	77203500	3384555	30 - Dessert bars, namely, baked fruit bars, namely lemon bars, caramel bars, chocolate bars, coconut-based bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars.
AMERICA'S FAVORITE	United States of America	77262377	3500966	30 - Condiments, namely ketchup.
AMERICA'S FAVORITE	United States of America	77327909	3724203	30 - Sauces.
	United States of America	77928833	3939679	30 - Sauces
AMERICA'S FAVORITE KETCHUP	United States of America	75068756	2098790	30 - Condiments, namely ketchup.
ANYTIME SELECTIONS	United States of America	77035013	3883183	29 - Frozen meals consisting of meat, poultry, vegetables or cheese; 30 - Quesadillas; sandwiches.
BAGEL BISTRO	United States of America	77151659	3410108	30 - Frozen bagels with various toppings.
BAGEL BITES	United States of America	77429352	3505189	30 - Dough-based pockets with filling consisting primarily of meats and cheese.
BAGEL BITES	United States of America	73535737	1399736	30 - Frozen bagels with various toppings.

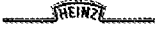


Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	78213931	2926905	30 - Frozen bagels with various toppings.
BAGEL BITES TO GO	United States of America	78789162	3295423	30 - Frozen bagels with various toppings.
BISTRO SELECTIONS	United States of America	77388852	3781710	29 - Frozen entrees consisting of chicken, beef, fish and/or vegetables; 30 - Frozen entrees consisting primarily of pasta or rice.
	United States of America	75914963	2665061	30 - Tomato ketchup.
BURGER BOOSTER	United States of America	76463721	2752694	30 - Sauces.
CALZINI	United States of America	74037146	1801641	30 - Frozen hors d'oeuvres; namely, folded over pastry containing tomato products, cheese, mushrooms, olives, onions and spices.
CAMPSIDE	United States of America	75252483	2200486	30 - Barbecue sauce.
CHAMPAGNE COLLECTION	United States of America	78142050	2826442	30 - Frozen appetizers, namely, turnovers, tarts and pastries filled or topped with cheese and vegetables.
CHEESY TOTS	United States of America	78808658	3469527	29 - Processed potatoes.
CHEF FRANCISCO	United States of America	74507693	1883738	29 - Soups, chowders, and chili.
	United States of America	78949305	3237458	29 - Frozen and prepared soups.
	United States of America	77229218	3592142	30 - Soups, chowders and chili.
	United States of America	73209683	1176389	29 - Prepared and packaged frozen foods - namely, soups in Class 29.
CHEF-MADE QUALITY. READY-MADE PROFIT.	United States of America	77686127	3669382	30 - Cheesecakes; cakes; brownies; dessert bars, namely, fruit bars, caramel bars, chocolate bars, coconut-based bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars; pies; dessert puddings; dessert mousse; tortes.
CRISPERS!	United States of America	73221419	1141901	29 - Frozen french fried potatoes.
CRISPY CROWNS	United States of America	74260048	1735062	29 - Processed potatoes.
CRISPY CRUNCHIES	United States of America	74278844	1906705	29 - Frozen Potatoes

Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	74302451	1797216	30 - Bakery goods; namely, unbaked and pre-baked pastry and pie shells.
DIP AND SQUEEZE	United States of America	85164680	Pending	30 - Condiments and sauces, namely ketchup
DIP N' SQUEEZE	United States of America	85164671	Pending	30 - Condiments and sauces, namely ketchup
DIP & SQUEEZE	United States of America	77821467	3920666	30 - Condiments and sauces, namely, ketchup
DRAGON SHRIMP LO MEIN	United States of America	78681758	3138553	29 - Frozen entrees consisting primarily of meat, fish, poultry or vegetables; 30 - Frozen entrees consisting primarily of pasta or rice.
EASY BREAKFAST POTATOES	United States of America	78688259	3254256	29 - Processed potatoes.
EASY FRIES	United States of America	78350002	3009510	29 - Processed potatoes.
EAT YOUR BEST	United States of America	85303214	Pending	29 - Frozen meals, entrees, breakfasts, appetizers and snacks consisting of meat, poultry, fish, seafood, vegetables, fruit, potatoes, beans, mushrooms, eggs and/or cheese. 30 - Frozen meals, entrees, breakfasts, appetizers and snacks consisting of pasta, rice, bread, dough and/or tortillas; French Toast; Sandwiches; Cheeseburgers; Wraps; Quesadillas; Pizza; Frozen desserts, namely, pies, cakes, brownies, ice cream sundaes and éclairs.
ENTERTAINING MADE EASY	United States of America	77323531	3517854	30 - Sauces.
EZ MARINADER	United States of America	76285962	2883354	30 - Pouch containing marinades and/or spices for marinating meats, fish, poultry and/or vegetables.
EZ MARINADER	United States of America	85008520	3876888	30 - Pouch containing marinades and/or spices for marinating meats, fish, poultry and/or vegetables.
	United States of America	78328295	3026571	30 - A pouch containing marinades and/or spices for marinating meats, fish, poultry and/or vegetables.
FAST FOOD FRIES	United States of America	78368479	3033240	29 - Frozen french fried potatoes sold in a retail grocery store's frozen food section to be cooked by the consumer in his or her home.
FLORENTINE	United States of America	78060805	2565414	30 - Frozen quiche.
FOREVER FULL	United States of America	76415135	3233799	21 - Container for condiments and sauces to be used with meat, poultry and/or fish.
FRY SHAKERS	United States of America	78223619	2973073	30 - Seasoning mix.




Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	73721019	1525975	29 - Frozen protein-type foods, battered cheeses, cheese wedges and cheese sticks; and frozen staple foods, namely, battered potatoes, onions, corn, zucchini, cauliflower, squash, yams, okra, peppers, broccoli, asparagus, mushrooms, artichoke hearts, vegetable rings, vegetable sticks, apples, cherries and pineapples.
FRYER SAVER AND DESIGN	United States of America	73462161	1339666	42 - Food distributorship services in the nature of battered vegetables, fruits and cheeses.
FUNKY FRIES	United States of America	76367366	3055827	29 - Frozen processed potatoes.
GLOBE WITH ARROWS DESIGN	United States of America	85084563	Pending	29 - Jams, jellies; 30 - Ketchup, mustard, mayonnaise, sauces, salad dressings, table syrup
GOLDEN CRINKLES	United States of America	72088796	739071	46 - Frozen french fried potatoes.
"GOLDEN FRIES"	United States of America	71687216	625582	46 - French fried potatoes.
GOLDEN PATTIES	United States of America	75220956	2153541	29 - Frozen shredded potatoes.
GOLDEN TWIRLS	United States of America	73835793	1602601	29 - Frozen potatoes.
GREAT TO GO	United States of America	77002952	3418961	29 - Onion rings, chicken wings, potato skins, cheese sticks, popcorn chicken, jalapeno peppers stuffed with cheese; 30 - Taquitos, fajitas, quesadillas, tamales, burritos, chimichangas, gorditas, chalupas, empanades, egg rolls, frozen bagels with various toppings, food wraps, namely, sandwiches consisting of eggs, cheese or meat.
GROWN NOT MADE	United States of America	77472803	3624401	30 - Ketchup
GUESS WHO TASTES BETTER THAN EVER?	United States of America	78856636	3413234	29 - Frozen entrees or frozen side dishes consisting primarily of chicken, beef, fish or vegetables; 30 - Frozen entrees and side dishes consisting primarily of pasta or rice alone; frozen entrees and side dishes consisting primarily of pasta or rice served with either meat, chicken, fish, vegetables, or cheese; frozen desserts, namely cakes and mousses.
HEINZ	Marshall Islands		3251778	21 - Condiment dispensers.
HEINZ	Marshall Islands		1935618	25 - Shirts, sweatshirts, sweaters, t-shirts, scarves, ties, sweatpants, shorts and caps.
HEINZ	Marshall Islands		USReg 62182	46 - Pickles, vinegar, baked beans, soup, ketchup, sauces, relishes and mustard.







Trademark	Country	App. No.	Reg. No.	Classes and Goods
HEINZ	Marshall Islands		USReg 2224447	31 - Tomato seeds.
HEINZ	United States of America	78950225	USReg 3251778	21 - Condiment dispensers.
HEINZ	United States of America	74612811	USReg 1935618	25 - Shirts, sweatshirts, sweaters, t-shirts, scarves, ties, sweatpants, shorts and caps.
HEINZ	United States of America	71020753	62182	46 - Pickles, vinegar, baked beans, soup, ketchup, sauces, relishes and mustard.
HEINZ	United States of America	75499319	2224447	31 - Tomato seeds.
HEINZ	United States of America	77873975	Pending	<p>6 - Metal coin banks, metal key chains, and non-luminous and non-mechanical metal signs;</p> <p>8 - Spoons, spreader knives, and steak knives;</p> <p>9 - Computer bags, magnets, measuring cups, mouse pads, wireless computer mice and computer storage devices, namely flash drives;</p> <p>11 - Electric night lights and flashlights;</p> <p>14 - Clocks, lapel pins and watches;</p> <p>16 - Blank journals, blank note cards, desk pads, desk sets, desktop business card holders, memo pads, notepad holders, paperweights, pencil holders, pencils, pens, postcards, and writing pads;</p> <p>18 - Back packs, drawstring bags, garment bags for travel, leather bags, leather binders for travel purpose, shoe bags for travel, tote bags, and umbrellas;</p> <p>20 - Chairs, clips for sealing bags, non-metal and non-leather key chains, and pillows;</p> <p>21 - Bowls, cleaning sponges, cookie cutters, cups, drinking glasses, jar openers, mugs, plastic water bottles, salt and pepper shakers, saucers, serving dishes, serving trays, spoon rests, statues of crystal, thermal insulated wrap for cans to keep the contents cold or hot, and giftware and home decor items made of ceramic and glass, namely buildings, structures and figurines;</p> <p>25 - Aprons, baby bibs not of paper, baby bodysuits, baseball caps, booties, hats, jackets, quilted vests, scarves, shirts, socks, sweat pants, sweat shirts, t-shirts, and turtlenecks;</p> <p>26 - Shoe charms, shoe laces, and thimbles;</p> <p>28 - Baseballs, board games, Christmas tree ornaments, golf bags, golf balls, golf club covers, golf putters, golf tees, jump ropes, playing cards, puzzles, soccer balls, stress-relief balls, stuffed toy animals, toy trains and accessories, toy whistles, and water globes.</p>

Trademark	Country	App. No.	Reg. No.	Classes and Goods
HEINZ	United States of America	85084580	Pending	29 - Peanut butter, jams, jellies, and marmalades; 30 - Mayonnaise, honey, breakfast syrup
HEINZ 57 SOURCE	United States of America	78503067	3084671	35 - Providing a web-based purchasing and requisition system to vendors and suppliers for procuring goods and services to support business needs.
	United States of America	78503091	3078874	35 - Providing a web-based purchasing and requisition system to vendors and suppliers for procuring goods and services to support business needs.
HEINZ BELL'ORTO	United States of America	74296924	1760089	29 - Canned tomatoes, including whole and ground tomatoes, and tomato puree; 30 - Canned tomato sauces, marinara sauces, and pizza sauces.
HEINZ FIELD	United States of America	85301241	Pending	41 - Entertainment services, namely, providing stadium facilities for sporting events, sporting exhibitions, concerts, meetings, seminars and conventions.
HEINZ GOLD LINE	United States of America	85100827	Pending	30 - Sauces.
HEINZ HITCH	United States of America	78472821	3001938	41 - Entertainment services, namely providing the personal appearance of a nostalgic grand hitch wagon pulled by eight black percheron horses.
	United States of America	78472833	3013296	41 - Entertainment services, namely providing the personal appearance of a nostalgic grand hitch wagon pulled by eight black percheron horses.
	United States of America	72340714	892173	46 - Pickles, vinegar and ketchup.
	United States of America	75499311	2229109	31 - Tomato seeds.
	United States of America	71207017	221041	46 - Catsup, chili sauce and vinegar.
	United States of America	78478420	3188685	30 - Condiments, namely ketchup; and sauces.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	74253193	1745471	29 - Canned soups; canned tomato puree; canned entrees consisting of meat, poultry, vegetables and pasta; 30 - Bottled gravy; mustard; vinegar; meat sauces; worcestershire sauce; barbecue sauce, chili sauce, seafood cocktail sauce; ketchup; tomato sauce; tomato paste; and spaghetti sauce and pizza sauce.
	United States of America	70031048	31048	46 - Pickles, vinegar, sauces, catsups and prepared mustard.
	United States of America	71020755	61052	46 - Vinegar, catchup, and chili sauces.
HEINZ PICNIC PACK	United States of America	78855624	3251188	30 - Sauces for meat, poultry and fish; Condiments for meat, poultry and fish, namely, ketchup, mustard and relish.
HEINZ RED ZONE	United States of America	78205949	3142801	30 - Ketchup.
HEINZ RED ZONE	United States of America	78352815	3411664	41 - Entertainment services, namely, providing a website featuring information and news relating to sports, sporting venues, taligating
HEINZ THE GOOD FOOD COMPANY	United States of America	78479958	3604284	29 - Frozen potatoes; 30- Ketchup and sauces.
HEINZ THE GOOD FOOD COMPANY	United States of America	77074155	3658503	29 - Frozen appetizers and snacks consisting of meats, poultry, fish, seafood, fruits, vegetables, mushrooms, eggs, and cheese; 30 - Frozen appetizers and snacks consisting of pastry, bread, dough, and rice.
HEINZ THE GOOD FOOD COMPANY	United States of America	77686119	3894565	29 - Frozen entrees and side dishes consisting of meat, poultry, fish, fruit, and/or vegetables; frozen potatoes; frozen appetizers and snacks consisting of meats, poultry, fish, vegetables, mushrooms, eggs and cheese; 30 - Ketchups and mustards; sauces; frozen entrees and side dishes consisting of pasta and rice; and frozen desserts, namely cakes and other confections; frozen appetizers and snacks consisting of pastry, bread, dough, and rice.






Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	78957159	3600418	31 - Tomato seeds.
	United States of America	77725950	3832774	30 - Vinegar
HEINZFRESH	United States of America	78956357	3614007	31 - Tomato seeds.
INSPIRED ENTERTAINING	United States of America	77916733	Pending	30 - Frozen bakery desserts; frozen cakes; frozen cake, dough and pastry with cream, cheese, fruit, chocolate, caramel, jelly or nut filling.
INSPIRED ENTERTAINING	United States of America	77681129	3729900	29 - Frozen appetizers and hors d'oeuvres consisting of meat, poultry, seafood, vegetables, mushrooms, eggs or cheese; cheese souffles; crab cakes; 30 - Frozen appetizers and hors d'oeuvres consisting of bread, pastry or dough; quiche; tarts.
	United States of America	75345436	2233574	30 - Ketchup.



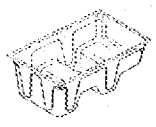
Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	85026971	Pending	14 - Clocks; jewelry; lapel pins; 16 - Blank note cards; desk sets; desktop business card holders; notepad holders; paperweights; pencil holders; 20 - Non-metal and non-leather key chains; pillows; 21 - Bowls; cups; drinking glasses; mugs; salt and pepper shakers; spoon rests; statues of crystal; thermal insulated wrap for cans to keep the contents cold or hot; 24 - Blanket throws; towels; 25 - Baby bibs not of paper; baby bodysuits; baseball caps; shirts; socks; sweat pants; sweat shirts; t-shirts; 28 - Baseballs, board games; Christmas tree ornaments; golf bags; golf balls; golf club covers; playing cards; puzzles; soccer balls, stuffed toy animals; toy trains and accessories therefor; toy whistles.
	United States of America	72198736	799959	46 - Canned baked beans, chili sauce, ketchup, vinegar, canned soups, and meatless sauces.
	United States of America	72198735	795664	46 - Canned and bottled goods - namely, sauces for vegetables and meats.
KILLER RINGS	United States of America	75024083	2068720	29 - Frozen breaded vegetables.
LEA & PERRINS	United States of America	71369703	332203	46 - Prepared sauce for soups, fish, gravies and meats.
	United States of America	77753278	3898491	30 - Sauces
	United States of America	75152537	2213280	30 - Prepared sauces for use in soups and gravies and on fish and meats
	United States of America	71031000	68150	30 - Sauce.



Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	77400349	3498973	30 - Sauces.
MAX-EVAC	United States of America	78633346	3392923	21 - Hand-operated pump for dispensing condiments, namely ketchup and other sauces for food.
MENU INSPIRATIONS	United States of America	77057212	3606457	30 - Desserts, namely, cheesecakes, cakes, ice cream cakes, brownies, dessert bars, pies, bread pudding, dessert mousse and tortes.
	United States of America	77058683	3606460	30 - Desserts, namely, cheesecakes, cakes, ice cream cakes, brownies, dessert bars, pies, bread pudding, dessert mousse and tortes.
MINI TATER TOTS	United States of America	75164003	2108791	29 - Processed potatoes.
MOORE'S	United States of America	74391214	1928904	29 - Frozen appetizers, namely, chopped/diced onions, breaded mushrooms, battered mushrooms, breaded zucchini slices and sticks, battered zucchini slices and sticks, breaded cauliflower, breaded cheese cubes, breaded cheese sticks, battered cheese sticks.
MOORE'S	United States of America	74367634	1883715	29 - Frozen onion rings.
MOOR-RING	United States of America	78880192	3213335	29 - Frozen onion rings.
MORNING EXPRESS	United States of America	85009376	Pending	29 - Sausage; 30 - French toast, pancakes, sweet rolls, quiche.
MORNING EXPRESS	United States of America	77074106	3803523	29 - Frozen meals consisting of meats, vegetables, cheese, and eggs; 30 - Quesadillas; breakfast sandwiches.
MR. YOSHIDA'S	United States of America	78224654	2810694	30 - Sauces.
MR. YOSHIDA'S	United States of America	78446441	3107847	30 - Pizza.
MUSTARDAISE	United States of America	77388594	3495804	30 - Sauces.
NANCY'S	United States of America	74710079	1995290	30 - Dessert tartlets.
NANCY'S	United States of America	74291065	1941929	30 - Frozen food; namely, quiche and hors d'oeuvres; namely, pastry and pastry shells filled with sauces, meats, vegetables, cheeses, seasonings and herbs or combinations thereof, as well as other baked hors d'oeuvres; namely, combinations of cheeses, sauces, meats, vegetables, seasonings and herbs with or without pastry or pastry shells.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
NANCY'S DELI SPIRALS	United States of America	78228021	2832014	30 - Frozen appetizer sandwiches, consisting primarily of meats, poultry, vegetables and cheese.
	United States of America	77916820	Pending	30 - Frozen cheesecakes; frozen bakery desserts.
	United States of America	85297339	Pending	29 – Dips, Cheese spreads, Meat-based spreads, Vegetable-based spreads, Fruit-based spreads, Fish cakes, Potato cakes, Bean-based cakes; Soups; Bisques; Sausage; Prepared meals and entrees consisting primarily of egg with one or more of meat, poultry, fish, vegetable, potato, cheese, fruit or mushroom; 30 - Sandwiches; Sandwich wraps; Ice cream desserts; French toast; Fruit cobblers; Prepared meals, entrees and sides consisting primarily of rice; Risotto; Fruit turnovers; Meat turnovers.
	United States of America	77685000	3729912	29 - Frozen appetizers and hors d'oeuvres consisting of meat, poultry, seafood, vegetables, mushrooms, eggs or cheese; cheese souffles; crab cakes; 30 - Frozen appetizers and hors d'oeuvres consisting of bread, pastry or dough; quiche; tarts.
NANCY'S PETITE QUICHE	United States of America	74225287	1757072	30 - Food products; namely, quiche.
NANCY'S QUICHE	United States of America	73257293	1186044	30 - Quiches.
NO WAIT, NO MESS	United States of America	76413649	3109637	30 - Ketchup.
NO WAIT, NO MESS	United States of America	77323557	3573663	30 - Condiments, namely, mustard and ketchup.
ONION RINGERS	United States of America	74580340	1965143	29 - Frozen onion rings.
OPEN KEYSTONE DEVICE	United States of America	85090180	Pending	29 - Peanut butter, jams, jellies, marmalades; 30 - Mayonnaise, honey, breakfast syrup.
ORE IDA	United States of America	77844488	Pending	29 - Processed potatoes and vegetables.
ORE IDA	United States of America	77266805	3651863	31 - Fresh potatoes.
ORE IDA	United States of America	77197466	3375767	30 - Frozen snacks, namely frozen bagels with various toppings.
	United States of America	78393006	3070144	29 - Processed potatoes.
	United States of America	77254692	3417895	30 - Frozen snacks, namely frozen bagels with various toppings.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
ORE-IDA	United States of America	72119999	739456	46 - Frozen prepared potatoes.
ORE-IDA	United States of America	77310659	3444979	29 - Onion rings; processed onions.
ORE-IDA COUNTRY INN CREATIONS	United States of America	77293804	3473548	29 - Processed potatoes.
	United States of America	72375777	922884	46 - Frozen potato products - namely, french fries, hash browns, potato patties, whole and peeled potatoes, and stew vegetables, onions and corn.
	United States of America	77266804	3702181	31 - Fresh potatoes.
	United States of America	77310775	3444981	29 - Onion rings; processed onions.
PARTY ESSENTIALS	United States of America	77114636	3328811	29 - Frozen appetizers consisting of meats, poultry, fish, vegetables, mushrooms or cheese; cheese souffle; crab cakes; 30 - Frozen appetizers consisting of pastry, bread, dough or corn meal; quiche; dessert tartlets.
PIXIE CRINKLES	United States of America	74274887	1785699	29 - Processed potatoes.
SATISFYING SELECTIONS	United States of America	85066459	Pending	29 - Frozen entrees and meals consisting of meat, poultry, fish, seafood, vegetables, fruit, potatoes, beans, mushrooms or cheese. 30 - Frozen entrees and meals consisting of pasta, rice, bread or dough.
SCRATCH PLUS	United States of America	78927400	3329409	29 - Processed potatoes.
SILLY SQUIRTS	United States of America	78545701	3110511	30 - Ketchup.
SIMPLY HEINZ	United States of America	85031056	Pending	30 - Sauces.
SIMPLY HEINZ	United States of America	85040207	Pending	29 - Pickles; 30 - Condiments, namely, mustard, ketchup, mayonnaise and relish; sauces, salad dressings, vinegar and table syrups
SMART ONES	United States of America	78351994	2916538	30 - Pizza.
SMART ONES	United States of America	78352011	2916539	30 - Pre-cooked ready-to-eat frozen bread or wrap having a meat and/or vegetable filling with or without cheese.

<b>Trademark</b>	<b>Country</b>	<b>App. No.</b>	<b>Reg. No.</b>	<b>Classes and Goods</b>
SMART ONES	United States of America	77368176	3462182	30 - Frozen foods, namely, breakfast sandwiches and muffins.
SMART ONES	United States of America	74528148	1911590	29 - Frozen entrees consisting primarily of chicken, beef, fish and/or vegetables; 30 - Frozen entrees consisting primarily of pasta and/or rice alone or in combination with other foods.
SMART ONES	United States of America	75415119	2204080	30 - Frozen desserts consisting of milk based or milk substitute based desserts, cakes, pies and mousses.
SMARTWICH	United States of America	76240583	2637030	30 - Small cases of dough with meat, cheese, or vegetable filling.
SO CLOSE TO HOMEMADE	United States of America	78974027	3242560	30 - Gravy.
SPUD BITES	United States of America	77015375	3416646	29 - Frozen potatoes.
STAY CLEAN CAP	United States of America	78446486	3125705	30 - Condiments, namely ketchup and sauces.
STEAM N' ENJOY	United States of America	77844489	Pending	29 - Processed potatoes and vegetables.
STEAM N' MASH	United States of America	77772193	3713599	29 - Processed Potatoes
SUN SPOTS	United States of America	75068763	2054694	29 - Frozen battered vegetables.
SUN STIX	United States of America	78394174	3019908	29 - Frozen vegetables.
TASTE SO GOOD, YOU WANT TO BE GOOD	United States of America	78632501	3214065	29 - Frozen entrees and side dishes consisting of poultry, beef, fish and/or vegetables.
TASTE SO GOOD, YOU WANT TO BE GOOD	United States of America	77213260	3375825	30 - Cheesecake, dessert mousse, pies, ice cream sundaes, brownies, cakes, parfaits, and eclairs.
TASTE SO GOOD, YOU WANT TO BE GOOD	United States of America	77609510	3619390	29 - Frozen entrees and meals consisting of meat, poultry, fish, seafood, vegetables, fruit, potatoes, beans, mushrooms or cheese ; 30 - Frozen entrees and meals consisting of pasta, rice, bread or dough; frozen desserts, namely, cheesecake, dessert mousse, pies, ice cream sundaes, brownies, cakes, parfaits and eclairs; frozen pizza.
TATER DOGS	United States of America	76366476	2639462	29 - Frozen appetizers consisting of meat or poultry with or without cheese wrapped with an edible coating.
TATER TOTS	United States of America	72039264	668762	46 - Frozen shredded potatoes.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
TEXAS CRISPERS!	United States of America	75234126	2194768	29 - Frozen potatoes.
THAT'S THE ORE-IDA EFFECT	United States of America	78768440	3165209	29 - Processed potatoes.
	United States of America	73358172	1239655	30 - Prepared sauce for soups, fish, gravies and meat.
THE "SOUP'R" DRESSINGS AND SAUCES PEOPLE	United States of America	77049629	3287584	29 - Soups; fruit-based fillings for pies; 30 - Sauces; salad dressings; chocolate-based and pudding-based fillings for pies.
THE WORLD'S FAVORITE KETCHUP	United States of America	78182182	3088245	30 - Condiments, namely ketchup.
TIMBERLINE	United States of America	75136760	2079161	29 - Chili.
TODDS	United States of America	73527550	1364729	29 - Salad dressings and soups; 30 - Food sauces excluding applesauce and cranberry sauce; 42 - Food distributorship services.
	United States of America	77588569	3664978	30 - Ketchup
TRADITIONAL	United States of America	300675	1192245	30 - Seasoning sauce for use with meat.
TRUST HEINZ TO MAKE ENTERTAINING DELIGHTFULLY EASY AND SPECIAL	United States of America	77326878	3453541	30 - Sauces.
	United States of America	74362896	2386677	21 - Container for freezing and storing soup and other semi-solid food products.
TWO GREAT FLAVORS, ONE GREAT TASTE	United States of America	77151574	3468948	30 - Sauces.
UNWRAP THE POSSIBILITIES	United States of America	77127951	3328906	30 - Sauces.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
	United States of America	78829043	3196580	29 - Processed potatoes.
VOL-PAK	United States of America	73323603	1229917	22 - Polyethylene bag for use with a ketchup dispenser.
WHEN YOU'RE SMART, IT SHOWS	United States of America	78210232	2794995	29 - Frozen entrees and side dishes consisting of meat, poultry, or fish, with or without vegetables, and with or without cheese; 30 - Frozen entrees and side dishes consisting of pasta or rice combinations with meat, poultry or fish; hand-held combinations of bread or rolls filled with meat, poultry, or fish, and with or without cheese.
YOSHIDA'S	United States of America	74221216	1716207	30 - Sauces.
	United States of America	74221215	1716206	30 - Sauces.
ZESTIES!	United States of America	74049388	1735763	29 - Frozen potatoes.
ZESTY TWIRLS	United States of America	75371320	2187803	29 - Frozen potatoes.



**B. Trademark Registrations Jointly Owned With Ocean Spray Cranberries, Inc.**

Trademark	Country	App. No.	Reg. No.	Classes and Goods
ULTIMATE PARTY	United States of America	77822473	3816950	41 - Entertainment services, namely conducting contests and sweepstakes to promote food products, entertaining tips and party planning
ULTIMATE PARTY MEATBALLS	United States of America	77822474	3816950	41 - Entertainment services, namely conducting contests and sweepstakes to promote food products, entertaining tips and party planning

**C. Copyright Registrations**

Copyright	Country	Reg. No.	Reg. Date	Description
HEINZ TOMATO KETCHUP LABELS	United States of America	VA000174 4826	11/1/2010	Ketchup bottle front and back labels – 20 oz., 40 oz. and 64 oz. sizes.