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
Trademark Management Company		04/27/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 100

Property Type	Number	Word Mark
Serial Number:	77958874	AUNT MILLIE'S
Serial Number:	77386118	BREAKFAST POPPERS
Serial Number:	78212909	CATELLI
Serial Number:	85090782	CHAMULA
Serial Number:	85017095	CRAVE IT. HEAT IT. EAT IT.
Serial Number:	77857348	CULINARY INSPIRED, CLASSICALLY CRAFTED
Serial Number:	85027031	DELIMEX
Serial Number:	85019397	DELIMEX
Serial Number:	77391914	FIESTA BOLD POPPERS
Serial Number:	78287014	POPPERS
Serial Number:	78287041	POPPERS
Registration Number:	0417301	6 IN 1
Registration Number:	3570677	ABOVE ALL, A BETTER TOMATO
Registration Number:	3359248	AMERICANA

OP $2515.00 77958874

Registration Number:	2471806	AMERICANA
Registration Number:	1419350	ANCHOR
Registration Number:	3931439	ANCHOR
Registration Number:	1865889	BELLA ROSSA
Registration Number:	2189995	BERRIES INFERNO
Registration Number:	3412354	BLACK TIE
Registration Number:	0666650	BONTA
Registration Number:	2981837	BRING HOME THE FUN!
Registration Number:	3276383	CANTO DE MESA
Registration Number:	1707006	CHATSWORTH
Registration Number:	0968298	CHRISTINA
Registration Number:	1273783	CLASSICO
Registration Number:	3395668	CLASSICO
Registration Number:	3301091	CLASSICO
Registration Number:	3408622	CLASSICO
Registration Number:	3163327	CLASSICO CABERNET
Registration Number:	1989603	CLASSICO DI CAPRI
Registration Number:	3428002	CLASSICO SIGNATURE RECIPES
Registration Number:	3398961	CREATE AN OCCASION
Registration Number:	1464751	CRISTOFORO COLOMBO
Registration Number:	0686440	CRISTOFORO COLOMBO
Registration Number:	3457724	CRISTOFORO COLOMBO
Registration Number:	1658372	DELIMEX
Registration Number:	3507244	DELIMEX
Registration Number:	3428400	DELIMEX TO GO
Registration Number:	3399125	DELIMEX TO GO!
Registration Number:	3172035	DESSERT INSPIRATIONS THE ULTIMATE DESSERT EXPERIENCE
Registration Number:	3500755	DIANNE'S
Registration Number:	3610050	DIANNE'S
Registration Number:	2289631	DIANNE'S GOURMET DESSERTS
Registration Number:	3500756	DIANNE'S GOURMET DESSERTS
Registration Number:	3613581	DIANNE'S
Registration Number:	2901493	EASTERN SUN
Registration Number:	1397049	EMMA BELLA

Registration Number:	2422913	ESCALON PREMIER BRANDS
Registration Number:	3270593	GOLDEN FLAVOR NUGGET
Registration Number:	0794509	GOLDEN NUGGET
Registration Number:	2502405	GOOD THINGS COME IN SMALL PACKAGES
Registration Number:	3473371	HOMEMADE TASTE FOR THE WAY YOU COOK TODAY
Registration Number:	2310270	
Registration Number:	2310164	
Registration Number:	3151901	INSPIRED ITALIAN
Registration Number:	2042669	
Registration Number:	0843315	JUNE IN JANUARY
Registration Number:	1431373	MADEIRA FARMS
Registration Number:	3301608	MADEIRA FARMS
Registration Number:	3301609	MADEIRA FARMS
Registration Number:	3457901	MAMA LINDA
Registration Number:	3539652	MAMA LINDA 100% FRESH VINE-RIPENED CALIFORNIA TOMATOES
Registration Number:	3177132	MBT
Registration Number:	3496285	MINI POPPERS
Registration Number:	0818761	MRS. GRASS
Registration Number:	3457722	MRS. GRASS
Registration Number:	0968299	PINOCCHIO
Registration Number:	1235378	PITCH'R PAK
Registration Number:	0926353	PITCH'R PAK
Registration Number:	1908676	POPPER JAMM
Registration Number:	1922249	POPPERS
Registration Number:	1108434	PPI
Registration Number:	2502404	PPI
Registration Number:	2034838	QUALITY CHEF FOODS, INC.
Registration Number:	1892831	RICE GOURMET
Registration Number:	3082453	RICE GOURMET
Registration Number:	3851367	
Registration Number:	2983870	ROWDY RANCH
Registration Number:	2146998	SALSA DEL SOL
Registration Number:	3352293	SERV
Registration Number:	2402293	SERV-A-LEMON

Registration Number:	2973339	SIGNATURE RECIPES
Registration Number:	3566190	SKOOOPZ
Registration Number:	1248521	SOUP STARTER
Registration Number:	1750287	SQUEEZERS
Registration Number:	1669910	SQUEEZERS
Registration Number:	0564741	"STEERO"
Registration Number:	2613687	SWEET PLEASERS GOURMET
Registration Number:	1426740	TASTE PLEASERS GOURMET
Registration Number:	3213334	TEXAS TOOTHPICKS
Registration Number:	3588365	THICK CLASSIC
Registration Number:	2978843	TRADITIONAL FAVORITES
Registration Number:	1799520	TRUESOUPS
Registration Number:	3472816	TRUFFLETTES
Registration Number:	3719739	TRUMPETS
Registration Number:	3719835	WE MAKE IT LIKE YOU'D MAKE IT
Registration Number:	2344478	WYLER'S
Registration Number:	3277084	WYLER'S
Registration Number:	3457784	WYLER'S

CORRESPONDENCE DATA

Fax Number: (412)456-1035

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 412-456-6004

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Correspondent Name: Sabrina J. Hudson

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ATTORNEY DOCKET NUMBER:	TMC ASSIGNMENT
NAME OF SUBMITTER:	Kelly A. Beck
Signature:	/Kelly A. Beck/
Date:	05/05/2011

Total Attachments: 8

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ASSIGNMENT OF INTELLECTUAL PROPERTY AND
INTELLECTUAL PROPERTY AGREEMENTS

WHEREAS, Trademark Management Company, a Delaware corporation, with a principal place of business at 2541 North Stokesberry Place, Suite 100, Meridian, Idaho, 83646 ("TMC"), merged into H. J. Heinz Finance Company, a Delaware corporation, with a principal place of business at One PPG Place, Suite 3100, Pittsburgh, Pennsylvania 15222 ("Heinz Finance") on April 26, 2011;

WHEREAS, as a result of the merger, Heinz Finance is the 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, TMC, now Heinz Finance, is a party to various Agreements, including license agreements, relating to the Intellectual Property ("Agreements"); and

WHEREAS, H. J. Heinz Company, L.P., a Delaware limited partnership with a principal place of business at 357 Sixth Avenue, Pittsburgh, Pennsylvania 15222 ("Assignee") is desirous of acquiring all 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, Heinz Finance does hereby sell, assign, and transfer all 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.

Heinz Finance 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.

H. J. Heinz Finance Company

By: _____

Name: Leonard A. Cullo, Jr.
Title: President

Schedule A

Trademark	Country	App. No.	Reg. No.	Classes and Goods
6 IN 1	United States of America	71476960	417301	30 - Tomato paste.
ABOVE ALL, A BETTER TOMATO	United States of America	77342101	3570677	29 - Processed tomatoes and tomato paste; 30 - Pizza sauce, tomato sauce and pasta sauce.
AMERICANA	United States of America	77155860	3359248	30 - Relish.
AMERICANA	United States of America	75238071	2471806	29 - Jellies; 30 - Salad dressing; mayonnaise; sauces for meat, fish, vegetables, and appetizers; condiments, namely, ketchup and mustard; table syrups.
Anchor	United States of America	73535944	1419350	29 - Prepared and coated vegetable, fish and seafood pieces.
Anchor	United States of America	77485084	3931439	29 - Appetizers, namely, breaded and battered seafood; breaded appetizers consisting of seafood and one or more of the following, vegetables, cheese, meat and pasta; crabcakes.
AUNT MILLIE'S	United States of America	77958874	Pending	30 - Sauces.
BELLA ROSSA	United States of America	74165339	1865889	29 - Canned tomatoes and tomato puree; 30 - Pizza sauce; tomato sauce; and, spaghetti sauce.
BERRIES INFERNO	United States of America	75292797	2189995	30 - Spiced sauce with raspberries.
Black Tie	United States of America	77096412	3412354	29 - Appetizers and hors d'oeuvres consisting of meats, poultry, fish, fruits, vegetables, mushrooms and cheese; 30 - Appetizers and hors d'oeuvres consisting of pastry, bread and dough; Bakery desserts; Dessert mousse, puddings and souffles.
Bonita	United States of America	71698592	666650	46 - Italian food specialties - namely, tomato paste, tomato puree, and pizza sauce.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
BREAKFAST POPPERS	United States of America	77386118	Pending	29 - Combination meals consisting primarily of eggs, meat, cheese and vegetables.
BRING HOME THE FUN!	United States of America	78249915	2981837	29 - Frozen appetizers consisting primarily of vegetables, meat and/or cheese.
CANTO DE MESA	United States of America	78503568	3276383	30 - Salsa.
CATELLI	United States of America	78212909	Pending	30 - Pasta sauces.
CHAMULA	United States of America	85090782	Pending	30 - Sauces.
CHATSWORTH	United States of America	74186637	1707006	30 - Ketchup, honey mustard sauce, barbecue sauce, sweet and sour sauce, tartar sauce, horseradish sauce and steak sauce.
CHRISTINA	United States of America	72442656	968298	46 - Tomato pizza sauce.
CLASSICO	United States of America	73409077	1273783	30 - Spaghetti sauce.
CLASSICO	United States of America	78255124	3395668	30 - Sauces.
CLASSICO	United States of America	77066962	3301091	29 - Bruschetta toppings.
CLASSICO	United States of America	77242684	3408622	30 - Calzones.
CLASSICO CABERNET	United States of America	78206548	3163327	30 - Pasta sauces.
CLASSICO DI CAPRI	United States of America	74622011	1989603	30 - Sauces, with the exception of applesauce and cranberry sauce.
CLASSICO SIGNATURE RECIPES	United States of America	78347062	3428002	30 - Pasta sauce.
CRAVE IT. HEAT IT. EAT IT.	United States of America	85017095	Pending	30 - Frozen, packaged or prepared Mexican foods, namely taquitos, tacos, quesadillas, fajitas, tamales and burritos.
CREATE AN OCCASION	United States of America	77000092	3398961	29 - Appetizers and hors d'oeuvres consisting of meats, poultry, fish, fruits, vegetables, mushrooms and cheese; 30 - Appetizers and hors d'oeuvres consisting of pastry, bread and dough; Bakery desserts; Dessert mousse, puddings, and souffles.
CRISTOFORO COLOMBO	United States of America	73647303	1464751	29 - Canned tomatoes.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
CRISTOFORO COLOMBO	United States of America	72071005	686440	46 - Peeled tomatoes.
CRISTOFORO COLOMBO	United States of America	77321065	3457724	30 - Pizza sauce.
CULINARY INSPIRED, CLASSICALLY CRAFTED	United States of America	77857348	Pending	29 - Soups.
DELIMEX	United States of America	74021232	1658372	30 - Packaged Mexican food; namely, tamales and taquitos.
DELIMEX	United States of America	77253617	3507244	30 - Frozen, packaged, or prepared Mexican foods, namely, taquitos, quesadillas, tamales, fajitas and tacos.
DELIMEX	United States of America	85027031	Pending	29 - Frozen, prepared or packaged meals, entrees or appetizers consisting of meat, fish, poultry, beans, vegetables or cheese; 30 - Frozen, prepared or packaged meals, entrees or appetizers consisting of rice.
DELIMEX	United States of America	85019397	Pending	29 - Frozen, prepared or packaged meals, entrees or appetizers consisting of meat, fish, poultry, beans, vegetables or cheese; 30 - Frozen, prepared or packaged meals, entrees or appetizers consisting of rice; taquitos; tamales; quesadillas; tacos; falutas; and pizza
DELIMEX TO GO	United States of America	78789195	3428400	30 - Frozen, packaged, or prepared Mexican food, namely, taquitos.
DELIMEX TO GO!	United States of America	77070309	3399125	30 - Frozen, packaged or prepared Mexican foods, namely, taquitos, quesadillas, tamales, fajitas and burritos.
Dessert INSPIRATIONS	United States of America	78328157	3172035	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.
DIANNE'S	United States of America	77204895	3500755	30 - Desserts, namely, pies, cakes, ice cream cakes, cheesecakes, dessert bars, namely, fruit bars, caramel bars, chocolate bars, coconut-based bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars, brownies and bread puddings.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
DIANNE'S	United States of America	77438612	3610050	30 - Frozen desserts, namely, mousse and dessert spring rolls.
Dianne's	United States of America	75495437	2289631	30 - Desserts, namely, pies, cakes, cheesecakes, cobblers, layer cakes, totes, bundt cakes, seven layer bars, mount carmel oatmeal bars, chocolate bourbon pecan bars, old fashioned lemon bars, brownies and sauces.
Dianne's	United States of America	77204958	3500756	30 - Dessert bars, namely, fruit bars, brownies, caramel bars, chocolate bars, coconut-based bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars and bread pudding.
Dianne's	United States of America	77437918	3613581	30 - Frozen desserts, namely, brownies, cakes, cheesecakes, mousse and dessert spring rolls.
EASTERN SUN	United States of America	78159086	2901493	30 - Sauces used on Asian cuisine, namely, chili sauce, hot mustard, soy sauce, sweet and sour sauce, and duck sauce.
EMMA BELLA	United States of America	73567386	1397049	30 - Marinara sauce and tomato sauce.
Escalon	United States of America	75752961	2422913	29 - Processed tomatoes, namely ground tomatoes, whole tomatoes, tomato pieces, tomato puree and tomato paste; 30 - Pizza sauce and prepared pasta sauces.
FIESTA BOLD POPPERS	United States of America	77391914	Pending	29 - Breaded vegetable and cheese pieces.
GOLDEN FLAVOR NUGGET	United States of America	78880454	3270593	29 - Chicken fat, hydrogenated vegetable oil, unflavored and unsweetened gelatin and glycerides in the form of edible fats in capsule form sold as an integral ingredient of dry soup mixes.
GOLDEN NUGGET	United States of America	72173915	794509	29 - Capsule which contains hydrogenated vegetable oil, chicken fat, gelatin and glycerin and which is sold as an ingredient incorporated in a dry soup mix.
GOOD THINGS COME IN SMALL PACKAGES	United States of America	75537299	2502405	29 - Non-dairy creams; jams, jellies, marmalade and fruit preserves; cheese; 30 - Salad dressing, sauces for meat, poultry, fish, vegetables, and appetizers; condiments, namely, ketchup, mustard, relish, salt, pepper, sugar, spices, mayonnaise; vinegar; and table syrups and honey.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
HOMEMADE TASTE FOR THE WAY YOU COOK TODAY	United States of America	77193878	3473371	29 - Soup mixes; dip mixes; bouillon.
	United States of America	75352544	2310270	29 - Appetizers, namely jalapeno peppers stuffed with meats, cheese and/or chopped vegetables; and coated and breaded vegetable and cheese pieces.
	United States of America	75199362	2310164	25 - Clothing, namely t-shirts and headwear.
INSPIRED ITALIAN	United States of America	78502784	3151901	30 - Pasta sauces.
	United States of America	74632211	2042669	30 - Sauces with the exception of applesauce and cranberry sauce.
JUNE IN JANUARY	United States of America	72245301	843315	46 - Canned tomatoes.
MADEIRA FARMS	United States of America	73587782	1431373	29 - Individual containerized servings of jellies and jams.
MADEIRA FARMS	United States of America	77129146	3301608	29 - Fruit preserves; peanut butter; 30 - Table syrup.
MADEIRA FARMS	United States of America	77129200	3301609	29 - Peanut butter; 30 - Table syrup.
MAMA LINDA	United States of America	77346432	3457901	29 - Processed tomatoes.
Mama Linda	United States of America	77346521	3539652	29 - Processed tomatoes.
MBT	United States of America	78799223	3177132	29 - Preparations for making broths.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
MINI POPPERS	United States of America	75799618	3496285	29 - Appetizers, namely breaded and coated vegetable, processed fruit and cheese pieces.
MRS. GRASS	United States of America	72208569	818761	29 - Noodle soup mixture with chicken fat, tomato vegetable noodle soup, beef noodle soup, french style onion soup and noodles.
MRS. GRASS	United States of America	77320988	3457722	29 - Soup and dip mixes.
PINOCCHIO	United States of America	72442657	968299	46 - Tomato pizza sauce in Class 46.
PITCH'R PAK	United States of America	73234969	1235378	30 - Flavored topping syrup.
PITCH'R PAK	United States of America	72378911	926353	2 - Plastic packages in the form of pouches, bottles, pitchers, and jars used for storing and dispensing.
POPPER JAMM	United States of America	74439689	1908676	29 - Jalapeno sauce.
POPPERS	United States of America	74440781	1922249	29 - Coated and breaded vegetable pieces.
POPPERS	United States of America	78287014	Pending	29 - Frozen appetizers consisting primarily of vegetables, meat and/or cheese.
Poppers	United States of America	78287041	Pending	29 - Frozen appetizers consisting primarily of vegetables, meat and/or cheese.
PPI	United States of America	73092838	1108434	16 - Individual containerized pre-moistened towels and napkins; 29 - Individual containerized servings of flavoring edibles for addition to food products at the time of consumption - namely, non-dairy cream, cheese, jellies and jams, salad dressings and kits containing assorted individual containerized servings of same ; 30 - Individual containerized servings of flavoring edibles for addition to food products at the time of consumption - namely, condiments, table sauces and syrups and kits containing assorted individual containerized servings of same.

Trademark	Country	App. No.	Reg. No.	Classes and Goods
PPI	United States of America	75537298	2502404	29 - Non-dairy creams; jams, jellies, marmalade and fruit preserves; cheese; 30 - Salad dressing, sauces for meat, poultry, fish, vegetables, and appetizers; condiments, namely, ketchup, mustard, relish, salt, pepper, sugar, spices, mayonnaise; vinegar; and table syrups and honey.
Quality Chef Foods, Inc.	United States of America	74643688	2034838	29 - Soups, frozen entrees consisting primarily of meat, poultry and/or vegetables; meat fillings for use in the preparation of pot pies and/or tacos; 30 - Sauces, frozen entrees consisting primarily of pasta; gravies.
RICE GOURMET	United States of America	74323273	1892831	29 - Frozen prepared food products consisting primarily of rice.
RICE GOURMET	United States of America	78617346	3082453	30 - Frozen prepared food products consisting primarily of rice.
	United States of America	77809162	3851367	29 - Frozen entrees consisting of chicken and vegetables; 30 - Frozen entrees consisting of rice.
ROWDY RANCH	United States of America	78223656	2983870	30 - Dipping sauce for snacks and appetizers.
SALSA DEL SOL	United States of America	75024086	2146998	30 - Sauces.
SERV	United States of America	78931519	3352293	29 - Jellies as bread spreads; 30 - Salad dressings; honey; table syrup; mustard, relish, ketchup; tartar sauce; sweet and sour sauce; barbeque sauce; taco sauce; fruit jellies.
SERV-A-LEMON	United States of America	75195598	2402293	32 - Lemon juice concentrate.
SIGNATURE RECIPES	United States of America	78252634	2973339	30 - Sauces.
SKOOOPZ	United States of America	77441186	3566190	30 - Frozen desserts, namely, cakes, cheesecakes and mousse.
SOUP STARTER	United States of America	73101298	1248521	29 - Vegetable based soup mix.
SQUEEZERS	United States of America	74283010	1750287	29 - Cheddar cheese, jalapeno cheese, and peanut butter and jelly packaged in flexible pouches.
SQUEEZERS	United States of America	74030109	1669910	29 - Peanut butter packaged in a flexible pouch.