

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/20/2010		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Danish Crown AmbA		06/30/2011
			Entity Type
			CORPORATION: DENMARK
RECEIVING PARTY DATA			
Name:	Plumrose USA Inc.		
Street Address:	7 Lexington Avenue, P.O. Box 1066		
City:	East Brunswick		
State/Country:	NEW JERSEY		
Postal Code:	08816		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2949648	DANOLA
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		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	DANC 0201651		
NAME OF SUBMITTER:	David Ehrlich		
Signature:	/anca nicolescu/		
Date:	07/07/2011		
Total Attachments: 1 source=Executed confirmatory assignment to Plumrose USA (F0822736)#page1.tif			

CH \$40.00 2949648

CONFIRMATORY ASSIGNMENT

WHEREAS, Danish Crown AmbA, a Denmark corporation, located at Marsvej 43, DK-8900 Randers, Denmark ("Assignor"), was the owner of the following trademark (hereinafter, the "Trademark"):

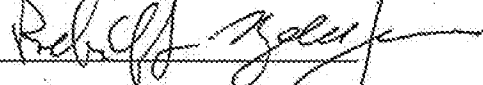
TRADEMARK	REGISTRATION NUMBER
DANOLA	2949648

WHEREAS, Plumrose USA Inc., a Delaware corporation, located and doing business at 7 Lexington Avenue, P.O. Box 1066, East Brunswick, NJ 08816 ("Assignee"), acquired said Trademark and all associated goodwill in the Trademark, effective as of December 20, 2010;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of December 20, 2010, of all right, title and interest in and to the Trademark and the above-named registration therefor, together with the goodwill of the business symbolized by the Trademark, and with all claims arising out of or relating to the use or ownership of the Trademark.

Dated: 30 June 2011

Danish Crown AmbA

By: 

Name: Preben Sunke Kjaer Johannesen

Title: CFO CEO

[F0812131.1]