

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		08/11/2011	CORPORATION: DENMARK

RECEIVING PARTY DATA

Name:	Plumrose USA Inc.
Street Address:	7 Lexington Avenue
Internal Address:	PO Box 1066
City:	East Brunswick
State/Country:	NEW JERSEY
Postal Code:	08816
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	77873749	PLUMROSE PREMIUM QUALITY USA
Registration Number:	1285412	DAK
Registration Number:	2025238	DANOLA
Registration Number:	0797345	PLUMROSE
Registration Number:	1208726	PLUMROSE
Registration Number:	1005086	
Registration Number:	1198116	
Registration Number:	3015892	PLUMROSE USA
Registration Number:	2948978	PLUMROSE PREMIUM QUALITY USA
Registration Number:	2969621	DAK
Registration Number:	3922636	SUNHILL FOOD
Registration Number:	3922637	SUNHILL FOOD

CORRESPONDENCE DATA

900200638

**TRADEMARK
 REEL: 004611 FRAME: 0431**

OP \$315.00 77873749

Fax Number: (202)393-5350
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	G11484
NAME OF SUBMITTER:	Simor L. Moskowitz
Signature:	/Simor L. Moskowitz/
Date:	08/25/2011

Total Attachments: 3
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CONFIRMATORY TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made this date between Danish Crown AmbA, a Danish corporation, whose address and principal place of business is Marsvej 43, Randers SO, DENMARK 8960 (hereinafter referred to as "Assignor"), and Plumrose USA Inc., a Delaware corporation, whose address and principal place of business is 7 Lexington Avenue, P.O. Box 1066, East Brunswick, NJ 08816 (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of the trademarks and the U.S. registrations and application therefor, as shown in attached Schedule A (hereinafter collectively referred to as the "ASSIGNED MARKS"); and


WHEREAS, on or about December 20, 2010, Assignor did assign the ASSIGNED MARKS to Assignee, and the parties desire to execute this Confirmatory Trademark Assignment to confirm and record the actual assignment in the Assignment Records of the U.S. Trademark Office.

NOW, THEREFORE, for good and valuable consideration previously paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby sell, assign, set over and transfer to said Assignee, *nunc pro tunc* as of December 20, 2011, all right, title and interest in and to the ASSIGNED MARKS, and the U.S. registrations and application, together with the goodwill of the business associated therewith and all statutory and common law rights attaching thereto, including the right to sue for damages and all remedies in respect of any infringement or

misuse of the ASSIGNED MARKS, which may have occurred prior to this assignment,
and to retain any damages obtained as a result of any such action.

IN TESTIMONY WHEREOF, Assignor has caused its name to be signed
below by its duly authorized officer, this 11 day of August, 2011.

DANISH CROWN AmbA

By: 
(Name) Preben Sunke Henrik Linneberg
(Title) CFO Finance Director

Schedule A

Application No.

77873749

Mark

PLUMROSE PREMIUM QUALITY USA (design)

Reg. No.

1285412

2025238

0797345

1208726

1005086

1198116

3015892

2948978

2969621

3922636

3922637

Mark

DAK Logo

DANOLA (design)

PLUMROSE

PLUMROSE (design)

VIKING design

VIKING design

PLUMROSE USA

PLUMROSE PREMIUM QUALITY USA (design)

DAK

SUNHILL FOOD

SUNHILL FOOD (design)