

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the 1) Conveying party corporate name; and 2) state of incorporation of receiving party previously recorded on Reel 001662 Frame 0490. Assignor(s) hereby confirms the 1) Conveying party corporate name: Beatrice Foods Co. 2) Receiving party Doumak Inc. is a Delaware corporation.		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Beatrice Foods Co.		10/31/1983
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Doumak Inc.		
Street Address:	2491 Estes Avenue		
City:	Elk Grove Village		
State/Country:	ILLINOIS		
Postal Code:	60007		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	0739097	FIRESIDE
CORRESPONDENCE DATA			
Fax Number:	(312)896-6787		
Phone:	312-443-1787		
Email:	ipdocket-chi@lockelord.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Sean C. Fifield		
Address Line 1:	111 S. Wacker Dr.		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	4827900-00001		
NAME OF SUBMITTER:	Ingrid J. Scheckel		

Signature:	/Ingrid J. Scheckel/
Date:	01/17/2012
Total Attachments: 4 source=FIRESIDE assignment#page1.tif source=FIRESIDE assignment#page2.tif source=FIRESIDE assignment#page3.tif source=FIRESIDE assignment#page4.tif	

12-04-1997

SHIPPING RECEIVED

11-12-97



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100602497

To the Honorable Commissioner of Patents and Trademarks  
attached original documents or copy thereof

1 Name of conveying party(ies):  
 Beatrice Foods, Inc.  
 Two North LaSalle Street  
 Chicago, Illinois 60602

Individual(s)                       Association  
 General Partnership             Limited Partnership  
 Corporation-State  
 Other

Additional names(s) of conveying party(ies) attached?  Yes  No

2 Name and address of receiving party(ies):  
 Name: Doumak, Inc.  
 Internal Address:  
 Street Address: 2201 Touhy Avenue  
 City: Elk Grove Village State: IL ZIP: 60007-5327

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State, Illinois  
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached  Yes  No  
 (Designations must be a separate document from Assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3 Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement             Change of Name  
 Other

Execution Date: October 31, 1993

4. Application number(s) or registration number(s): 1  
 A. Trademark Application No.(s)

B. Trademark registration No (s)  
 739,097

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Heather C. Steinmeyer, Esq.  
 Internal Address: Bell, Boyd & Lloyd  
 Street Address: 70 W. Madison Ave, Suite 3200  
 City: Chicago State: IL ZIP: 60602

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.  
 To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Heather C. Steinmeyer, Esq.                      *[Signature]*                      11/10/97  
 Name                      Signature                      Date

12/13/1997                      40.00                      Total number of pages comprising cover sheet: 3

OMB No. 0651-0011 (exp. 4/94) Do not detach this portion

Mail documents to be recorded with required cover sheet information to:  
 Commissioner of Patents and Trademarks  
 Box Assignments  
 Washington, D.C. 20231

EM407689166US

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington D.C. 20503.

REEL: 1662 FRAME: 0490

TRADEMARK ASSIGNMENT

UNITED STATES

WHEREAS, Beatrice Foods Co., a corporation organized and existing under the laws of the State of Delaware, having its principal place of business at Two North LaSalle Street, Chicago, Illinois 60602 (hereinafter referred to as "Beatrice") is the owner of all right, title and interest in and to the following trademarks in the United States and associated U.S. trademark registrations:

<u>Trademark</u>	<u>Serial No. Registration No.</u>	<u>Date of Registration</u>
Fireside	739,097	10/9/62*
Doumak & Design	SN363,690	5/10/82

\*(Expired 10/9/82. Currently waiting for renewal certificate.)

WHEREAS, Doumak, Inc., a corporation organized and existing under the laws of the State of Delaware, having its principal place of business at 2491 Estes Avenue, Elk Grove Village, Illinois 60007 (hereinafter referred to as "Buyer") is desirous of acquiring all of Beatrice's right, title and interest in and to the aforementioned trademarks and trademark registrations in the United States;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Beatrice hereby transfers and assigns to Buyer, its successors and assigns, Beatrice's entire right, title, and interest in and to the aforementioned

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trademarks and trademark registrations in the United States, together with the goodwill of the business symbolized by and associated with said trademarks in the United States, and together with the right to sue for and recover damages for past infringements of said trademarks in the United States, and to stand in the place of Beatrice in all matters related thereto.

IN WITNESS WHEREOF, Beatrice Foods Co. has caused this Assignment to be signed and sealed by its duly authorized agent in the premises, on this 31st day of October, 1983.

BEATRICE FOODS CO.

By: [Signature]

Title: Vice President

STATE OF ILLINOIS )  
COUNTY OF COOK )

On this 31st day of October, 1983, before me personally appeared R. J. Baker, known to me to be the individual who executed the foregoing instrument and acknowledged to me that he executed the same as the officer, above designated, of the corporation above set forth, and that he executed the same by order of the Board of Directors of said corporation.

[Signature]  
NOTARY PUBLIC

Certificate of Express Mail

Michelle Kay Sullivan certify that the foregoing Trademark Application and appropriate filing fee are being deposited with the United States Postal Service as Express Mail, postage prepaid, in an envelope addressed to the Assistant Commissioner for Trademarks, BOX NEW APP, FEE, 2900 Crystal Drive, Arlington, Virginia 22202-3513 on this 11<sup>th</sup> day of November, 1997

Michelle Kay Sullivan

(Signature)

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Express Mail Label Number

November 11, 1997

Date of Deposit

1422901.DOC  
RECORDED 11/12/1997

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