

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
	National Cattlemen's Beef Association		01/13/2012
	American Meat Institute		02/21/2012
			Entity Type
			INC. ASSOCIATION: DELAWARE
			INC. ASSOCIATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Food Marketing Institute		
Street Address:	2345 Crystal Drive		
Internal Address:	Suite 800		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22202		
Entity Type:	INC. ASSOCIATION: DISTRICT OF COLUMBIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2514534	NUTRI-FACTS
CORRESPONDENCE DATA			
Fax Number:	(202)434-4646		
Phone:	(202) 434-4234		
Email:	trademark@khlaw.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:	Tracy P. Marshall		
Address Line 1:	1001 G Street, NW		
Address Line 2:	Suite 500 West		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
NAME OF SUBMITTER:	Tracy P. Marshall		
Signature:	/Tracy P. Marshall/		

OP \$40.00 2514534

TRADEMARK

Date:

02/27/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made as of February 21, 2012 ("Effective Date") by the American Meat Institute, an Illinois not-for-profit corporation ("Assignor"), in favor of the Food Marketing Institute, a District of Columbia not-for-profit corporation ("Assignee").

WHEREAS, Assignor, Assignee, and the National Cattlemen's Beef Association ("NCBA") are co-owners of the U.S. registered trademark NUTRI-FACTS (Reg. No. 2514534) (the "Mark"), and Assignor and NCBA have each agreed to assign to Assignee all of their right, title and interest in the Mark, and to execute a Trademark Assignment to enable Assignee to record the assignment of the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged:

1. Assignor hereby conveys, transfers, and assigns to Assignee all of its right, title, and interest in and to the Mark, together with all (a) goodwill associated therewith, (b) income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including (without limitation), damages and payments for past or future infringements or misappropriations of the Mark, and (c) rights to sue and recover (for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives) damages for past, present and future infringement or misappropriation of the Mark.
2. Assignor authorizes and requests the Director of the U.S. Patent and Trademark Office to record Assignee as the assignee and owner of the Mark.
3. Assignor agrees to take such further actions and execute any documents, papers, forms, or authorizations necessary or desirable to transfer, vest, record and perfect good, valid and marketable title in the Mark to Assignee.

IN WITNESS WHEREOF, Assignor has executed and delivered this Assignment as of the Effective Date.

AMERICAN MEAT INSTITUTE

By: 

Name: Mark Dopp

Title: Senior Vice President & General Counsel

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made as of January 13, 2012 ("Effective Date") by the National Cattlemen's Beef Association, a Delaware non stock corporation ("Assignor"), in favor of the Food Marketing Institute, a District of Columbia not-for-profit corporation ("Assignee").

WHEREAS, Assignor, Assignee, and the American Meat Institute ("AMI") are co-owners of the U.S. registered trademark NUTRI-FACTS (Reg. No. 2514534) (the "Mark"), and Assignor and AMI have each agreed to assign to Assignee all of their right, title and interest in the Mark, and to execute a Trademark Assignment to enable Assignee to record the assignment of the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged:

1. Assignor hereby conveys, transfers, and assigns to Assignee all of its right, title, and interest in and to the Mark, together with all (a) goodwill associated therewith, (b) income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including (without limitation), damages and payments for past or future infringements or misappropriations of the Mark, and (c) rights to sue and recover (for the sole use and benefit of Assignee and its successors, assigns, or other legal representatives) damages for past, present and future infringement or misappropriation of the Mark.
2. Assignor authorizes and requests the Director of the U.S. Patent and Trademark Office to record Assignee as the assignee and owner of the Mark.
3. Assignor agrees to take such further actions and execute any documents, papers, forms, or authorizations necessary or desirable to transfer, vest, record and perfect good, valid and marketable title in the Mark to Assignee.

IN WITNESS WHEREOF, Assignor has executed and delivered this Assignment as of the Effective Date.

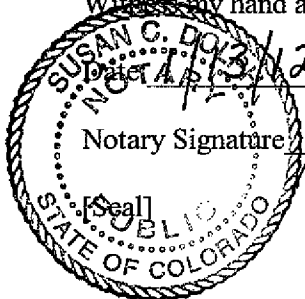
NATIONAL CATTLEMEN'S BEEF ASSOCIATION

By: *Seo Tapia*
Name: Seo Tapia
Title: Executive Director, Information Technology

State of Colorado
County of Arapahoe

On 13th, 2012 before me, Susan C. Wolpik, a notary public, personally appeared Seo Tapia, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.



Susan C. Wolpik