

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
PARCO FOODS, L.L.C.		02/21/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BIRDS EYE FOODS LLC		
Street Address:	399 JEFFERSON ROAD		
City:	PARSIPPANY		
State/Country:	NEW JERSEY		
Postal Code:	07054-3707		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1926620	CHEF'S FAVORITE	
CORRESPONDENCE DATA			
Fax Number:	(248)594-0610		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Email:	tmdocketing@raderfishman.com, lem@raderfishman.com		
Correspondent Name:	RADER, FISHMAN & GRAUER PLLC		
Address Line 1:	39533 WOODWARD AVE., STE. 140		
Address Line 4:	BLOOMFIELD HILLS, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	67092-1082		
NAME OF SUBMITTER:	Linda Monge Callaghan		
Signature:	/Linda Monge Callaghan/		
Date:	04/03/2012		
Total Attachments: 1 source=Executed Assignment CHEF'S FAVORITES by parco foods (R0987976)#page1.tif			

CH \$40.00 1926620

ASSIGNMENT

WHEREAS, Parco Foods, L.L.C., a Delaware limited liability company, of 800 Market Street, Suite 2900, St. Louis, Missouri 63101 ("Assignor") wishes to assign and transfer to Birds Eye Foods LLC, a Delaware limited liability company, of Parsipanny, New Jersey ("Assignee"), and Assignee wishes to acquire from Assignor, all right, title and interest in and to the following "Rights": the mark CHEF'S FAVORITE (the "Mark"); any and all applications filed and registrations received for the Mark worldwide, including U.S. Registration No. 1,926,620, dated October 10, 1995; any and all other rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto worldwide relating to the foregoing; the GOODWILL associated therewith; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof.

In view of the payment of Ten Dollars (\$10.00) and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Rights.

Assignor shall, without further consideration, execute any additional documents and take such further action to vest in Assignee good, valid and marketable title to the Rights.

This Assignment shall be binding upon and enure to the benefit of the parties and their respective heirs, personal and legal representatives, affiliates, successors and assigns.

ASSIGNOR

PARCO FOODS, L.L.C.



By: Gregory A. Billhartz
Its: Secretary

Dated: February 21, 2012