

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
JCP Specialty Foods Company		04/30/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Carlton Food Products, LP		
Street Address:	1033 Skokie Blvd., Suite 600		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		
Entity Type:	LIMITED PARTNERSHIP: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85581214	TEJANO GOLD FINEST QUALITY	
CORRESPONDENCE DATA			
Fax Number:	3125778994		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312-902-5200		
Email:	deborah.wing@kattenlaw.com		
Correspondent Name:	Deborah Wing c/o Katten Muchin Rosenman		
Address Line 1:	525 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	208171-4/ATLANTIC PREMIUM		
NAME OF SUBMITTER:	Deborah A. Wing		
Signature:	/daw/		
Date:	05/14/2012		
Total Attachments: 1 source=TEJANOGOLD_Executed_Assignment#page1.tif			

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This Assignment is made this 30th day of April, 2012, by JCP Specialty Foods Company, ("Assignor") a Delaware corporation, having a principal place of business at 1033 Skokie Blvd., Suite 600, Northbrook, IL 60062, to Carlton Food Products, LP, a Texas limited partnership ("Assignee"), whose sole general partner is Carlton Foods Corp., a Delaware corporation, having a principal place of business at 1033 Skokie Blvd., Suite 600, Northbrook, IL 60062.

WHEREAS, Assignor, having a *bona fide* intention to use in its business the trademark, TEJANO GOLD FINEST QUALITY and Design (the "Trademark") and has filed the following application for registration of such Trademark with the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
TEJANO GOLD FINEST QUALITY and Design	85/581,214	March 27, 2012

(the "Registration Application").

WHEREAS, Assignor has transferred to Assignee all of its business to which the Trademark pertains; and

WHEREAS, Assignee, being the successor of all of the business of Assignor to which the Trademark pertains, desires all rights, title and interest in and to the Trademark, together with any goodwill of the business connected with the use of and symbolized by the Trademark and the Registration Application.

NOW, THEREFORE, for \$10.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all rights, title, and interest in and to the Trademark and the Registration Application therefor, together with any goodwill of the business connected with the use of and symbolized by the Trademark and the right to prosecute and recover monetary damages for past, present and future infringements and other violations of the Trademark.

FURTHER, Assignor agrees to execute and provide, promptly after its execution hereof, such further instruments, documents or assignments as may be reasonably requested by Assignee to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee all of Assignor's rights in and to the Trademark and the Registration Application.

IN WITNESS WHEREOF Assignor has executed this instrument.

Dated: April 30, 2012

JCP SPECIALTY FOODS COMPANY

By: _____

Name: Thomas M. Dalton

Title: Chief Executive Officer