

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
H. J. Heinz Company, L.P.		05/11/2012	LIMITED PARTNERSHIP: DELAWARE
H. J. Heinz Company		05/11/2012	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	Dianne's Fine Desserts, Inc.
Street Address:	4 Graf Road West
City:	Newburyport
State/Country:	MASSACHUSETTS
Postal Code:	01950
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	2103238	ALDEN MERRELL
Registration Number:	2103222	ALDEN MERRELL
Registration Number:	3384555	ALDEN MERRELL
Registration Number:	3412354	BLACK TIE
Registration Number:	3398961	CREATE AN OCCASION
Registration Number:	3172035	DESSERT INSPIRATIONS THE ULTIMATE DESSERT EXPERIENCE
Registration Number:	3500755	DIANNE'S
Registration Number:	3610050	DIANNE'S
Registration Number:	2289631	DIANNE'S GOURMET DESSERTS
Registration Number:	3500756	DIANNE'S GOURMET DESSERTS
Registration Number:	3613581	DIANNE'S
Registration Number:	3606457	MENU INSPIRATIONS

OP \$390.00 2103238

Registration Number:	3606460	MENU INSPIRATIONS
Registration Number:	3566190	SKOOOPZ
Registration Number:	3472816	TRUFFLETTES

CORRESPONDENCE DATA

Fax Number: 2026591559
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: (734) 623-1938
Email: trademark@dickinsonwright.com, jnishi@dickinsonwright.com, nhudge@dickinsonwright.com
Correspondent Name: John C. Nishi
Address Line 1: 1875 Eye Street, N.W., Suite 1200
Address Line 2: International Square
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

ATTORNEY DOCKET NUMBER:	35633-18
NAME OF SUBMITTER:	John C. Nishi
Signature:	/John C. Nishi/
Date:	05/18/2012

Total Attachments: 18
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INTELLECTUAL PROPERTY ASSIGNMENT

WHEREAS, H. J. Heinz Company, L.P., a Delaware limited partnership with a principal place of business at 357 Sixth Avenue, Pittsburgh, Pennsylvania 15222, and H. J. Heinz Company, a Pennsylvania corporation with a principal place of business at One PPG Place, Suite 3100, Pittsburgh, Pennsylvania 15222, (collectively, the "Assignors") are the owners of the trademark registrations, domain name registrations and copyrighted works set forth in Schedule "A", as well as other common law trademarks, trade dress, label designs, and copyrights that are owned by Assignors and used solely in the Business, as defined in the Asset Purchase Agreement dated May 11, 2012 between Assignors and Assignee (collectively, the "Intellectual Property"); and

WHEREAS, Dianne's Fine Desserts, Inc., a Delaware corporation ("Assignee"), with offices at 4 Graf Road West, Newburyport, Massachusetts 01950 is desirous of acquiring all right, title and interest in and to the Intellectual Property, including the goodwill of the business connected with the use thereof and symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignors hereby sell, assign, and transfer all right, title and interest in and to the Intellectual Property, together with the goodwill of the business connected with the use of and symbolized by the Intellectual Property.

Assignors agree to execute any and all additional documents that may be necessary to protect and record title to the Intellectual Property to Assignee and to carry out the intent of this Assignment.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

[SIGNATURE PAGE FOLLOWS]

The undersigned are duly authorized to execute this document on behalf of H. J. Heinz Company, L.P., H. J. Heinz Company and Dianne's Fine Desserts, Inc., and have caused this Assignment to be duly executed as of May 11, 2012.

H. J. Heinz Company, L.P.

By: Heinz GP LLC
Sole Managing Partner

By:  _____

Name: David J. Gaertner

Title: Vice President

Dianne's Fine Desserts, Inc.

By: _____

Name: _____

Title: _____

H. J. Heinz Company

By:  _____

Name: David J. Gaertner

Title: VP – Real Estate & Mergers and Acquisitions

The undersigned are duly authorized to execute this document on behalf of H. J. Heinz Company, L.P., H. J. Heinz Company and Dianne's Fine Desserts, Inc., and have caused this Assignment to be duly executed as of May 11, 2012.

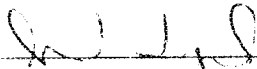
H. J. Heinz Company, L.P.
By: Heinz GP LLC
Sole Managing Partner

By: _____

Name: David J. Gaertner

Title: Vice President

Dianne's Fine Desserts, Inc.

By:  _____

Name: Andre Matyjaszewski

Title: Vice President

H. J. Heinz Company

By: _____


Name: David J. Gaertner


Title: VP - Real Estate & Mergers and Acquisitions



56502-1
000000854-001
05/03/2012

Schedule A

Trademark Registrations

Mark	Jurisdiction	Owner	Registration No.	Registration Date	Goods	Disclaimers
ALDEN MERRELL	United States of America	H.J. Heinz Company	2103238	7-Oct-97	Bakery products, namely cakes, cheesecakes, tortes, pies, pastry, muffins, scones, bagels, cookies, biscotti, bread puddings, brownies, cupcakes, breads for consumption on or off the premises.	None
ALDEN MERRELL	United States of America	H.J. Heinz Company	2103222	7-Oct-97	Retail and wholesale bakery shop services. Café services.	None
ALDEN MERRELL	United States of America	H.J. Heinz Company	3384555	19-Feb-08	Dessert bars, namely, baked fruit bars, namely, caramel bars, chocolate bars, coconut-based bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars.	None
	United States of America	H.J. Heinz Company, L.P.	3412354	15-Apr-08	Appetizers and hors d'oeuvres consisting of meats, poultry, fish, fruits, vegetables, mushrooms and cheese. Appetizers and hors d'oeuvres consisting of pastry, bread and dough; Bakery desserts; Dessert mousse, puddings and souffles.	None

CREATE AN OCCASION	United States of America	H.J. Heinz Company, L.P.	3398961	18-Mar-08	Appetizers and hors d'oeuvres consisting of meats, poultry, fish, fruits, vegetables, mushrooms and cheese. Appetizers and hors d'oeuvres consisting of pastry, bread and dough; Bakery desserts; Dessert mousse, puddings, and souffles.	None
	United States of America	H.J. Heinz Company, L.P.	3172035	14-Nov-06	Bakery products, namely cakes, cheesecakes, tortes, pies, pastry, muffins, scones, bagels, cookies, biscotti, bread puddings, brownies, cupcakes, breads for consumption on or off the premises.	No claim is made to the exclusive right to use "DESSERT", apart from the mark as shown.
DIANNE'S	United States of America	H.J. Heinz Company, L.P.	3500755	16-Sep-08	Desserts, namely, pies, cakes, ice cream cakes, cheesecakes, dessert bars, namely, fruit bars in the nature of lemon bars, caramel bars, chocolate bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars, brownies and bread puddings.	None
DIANNE'S	United States of America	H.J. Heinz Company, L.P.	3610050	21-Apr-09	Frozen desserts, namely, mousse and dessert spring rolls.	None

	United States of America	H.J. Heinz Company, L.P.	2289631	26-Oct-99	Desserts, namely, pies, cakes, cheesecakes, cobblers, layer cakes, totes, bundt cakes, seven layer bars, mount carmel oatmeal bars, chocolate bourbon pecan bars, old fashioned lemon bars, brownies and sauces.	No claim is made to the exclusive right to use "GOURMET DESSERTS", apart from the mark as shown.
	United States of America	H.J. Heinz Company, L.P.	3500756	16-Sep-08	Dessert bars, namely, fruit bars in the nature of lemon bars, brownies, caramel bars, chocolate bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars and bread pudding.	No claim is made to the exclusive right to use "GOURMET DESSERTS", apart from the mark as shown.
	United States of America	H.J. Heinz Company, L.P.	3613581	28-Apr-09	Frozen desserts, namely, brownies, cakes, cheesecakes, mousse and dessert spring rolls.	None
MENU INSPIRATIONS	United States of America	H.J. Heinz Company	3606457	14-Apr-09	Desserts, namely, cheesecakes, cakes, ice cream cakes, brownies, dessert bars, pies, bread pudding, dessert mousse and tortes.	None
	United States of America	H.J. Heinz Company	3606460	14-Apr-09	Desserts, namely, cheesecakes, cakes, ice cream cakes, brownies, dessert bars, pies, bread pudding, dessert mousse and tortes.	None
SKOOOPZ	United States of America	H.J. Heinz Company, L.P.	3566190 (supplemental registration)	20-Jan-09	Frozen desserts, namely, cakes, cheesecakes and mousse.	None
TRUFFLETTES	United States of America	H.J. Heinz Company, L.P.	3472816	22-Jul-08	Brownies; cheesecake.	None

Domain Names

Domain Name	Registrar	Registrant	Expiration Date
aldenmerrell.biz	Corporate Domains, Inc.	H. J. Heinz Company	Feb. 06, 2013
aldenmerrell.com	Corporate Domains, Inc.	H. J. Heinz Company	Aug. 05, 2015
aldenmerrell.us	Corporate Domains, Inc.	H. J. Heinz Company	Apr. 18, 2013
blacktieevent.net	Corporate Domains, Inc.	H. J. Heinz Company	Apr. 20, 2013
blacktiehorsdoeuvres.com	Corporate Domains, Inc.	H. J. Heinz Company	Sep. 20, 2012
blacktieoccasions.com	Corporate Domains, Inc.	H. J. Heinz Company	Jan. 03, 2013
blacktiepartners.com	Corporate Domains, Inc.	H. J. Heinz Company	Jan. 03, 2013
dessertinspirations.com	Corporate Domains, Inc.	H. J. Heinz Company	Dec. 30, 2013
diannedesserts.com	Corporate Domains, Inc.	H. J. Heinz Company	Sep. 16, 2013
scoopz.com	Corporate Domains, Inc.	H. J. Heinz Company	Sep. 24, 2013
skoops.com	Corporate Domains, Inc.	H. J. Heinz Company	Sep. 24, 2013
skoopz.com	Corporate Domains, Inc.	H. J. Heinz Company	Sep. 24, 2013
truffettes.com	Corporate Domains, Inc.	H. J. Heinz Company	Nov. 01, 2012
truffettes.com	Corporate Domains, Inc.	H. J. Heinz Company	Jan. 18, 2013

Copyrights

See attached photographs of various dessert products.



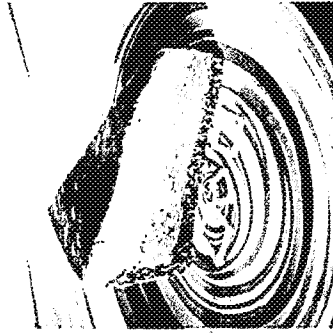
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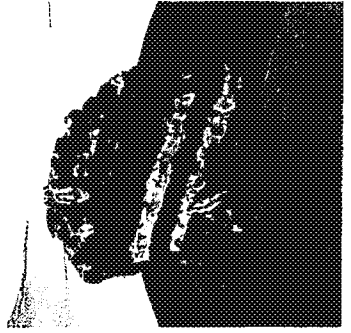
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September 2006-001.TIF



September 2006-002.TIF



September 2006-003.TIF



September 2006-004.TIF



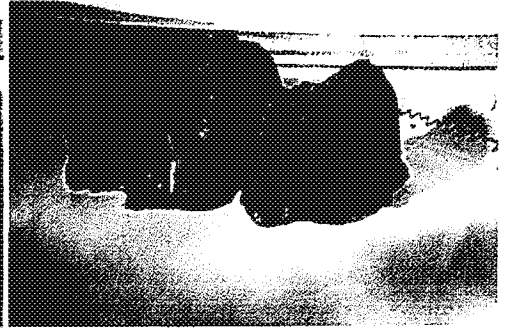
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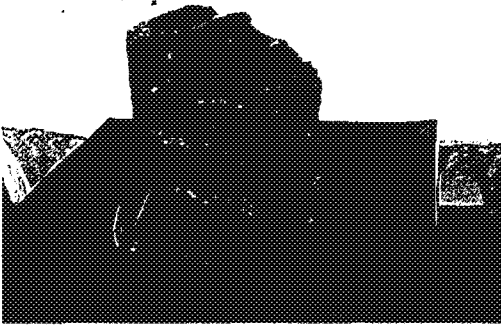
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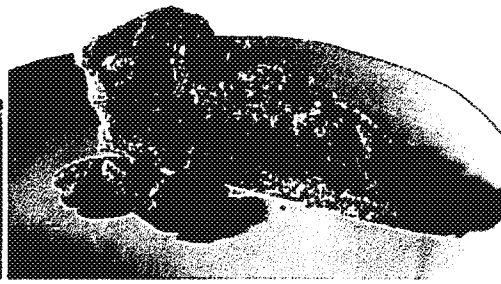
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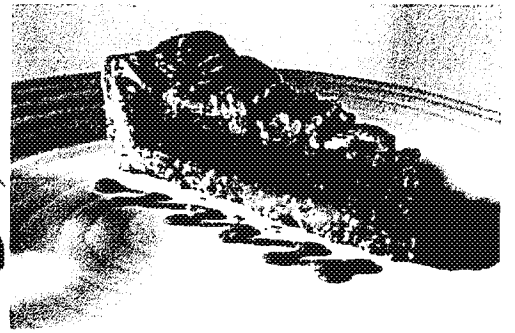
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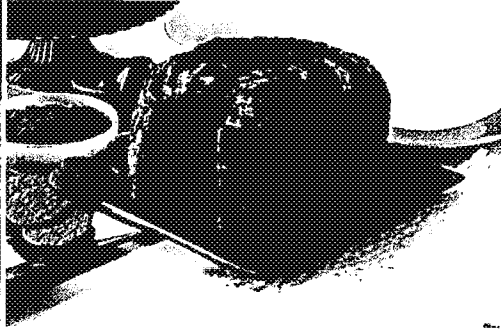
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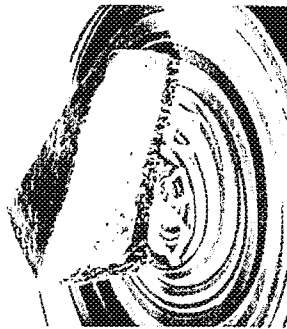
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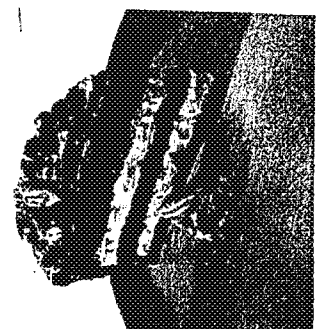
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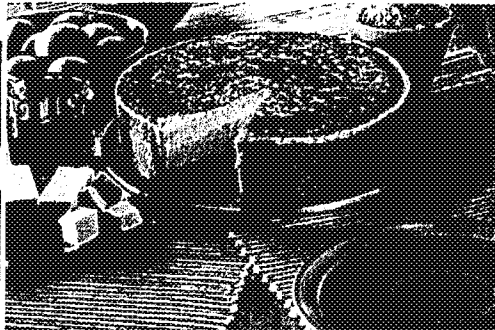
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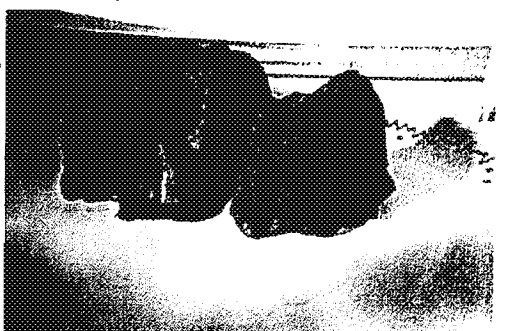
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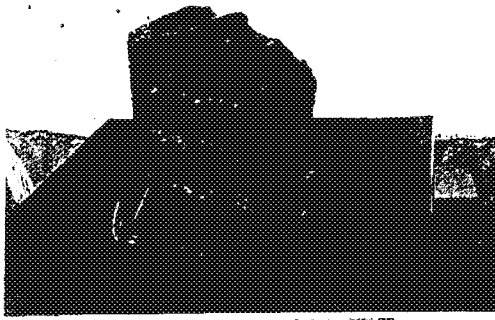
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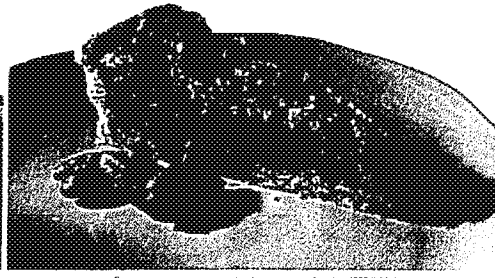
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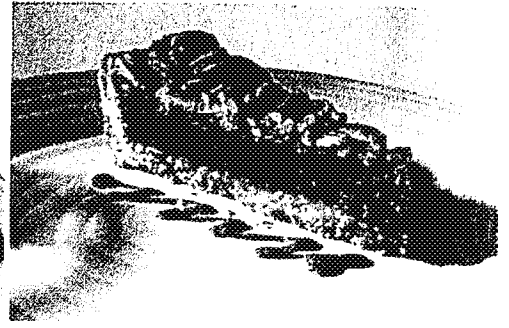
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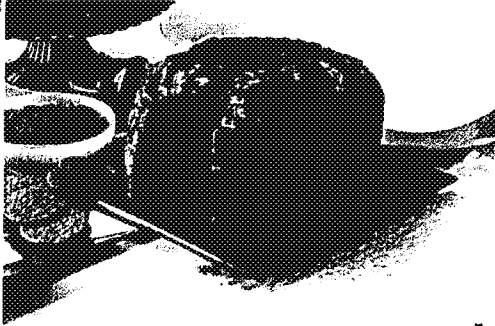
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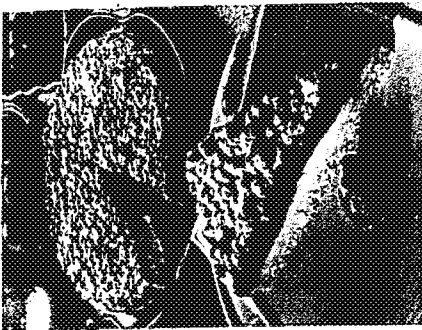
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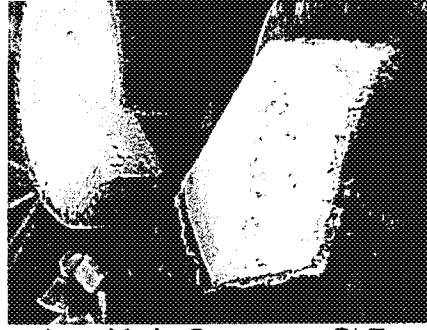
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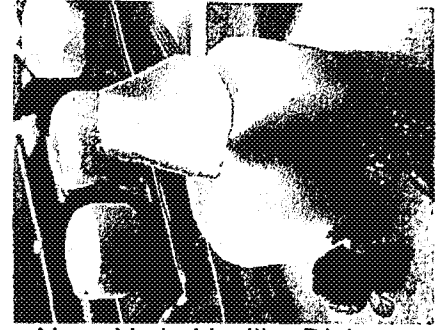
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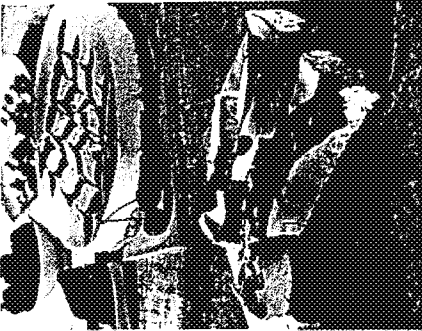
Mountain_Berry_Cream_...



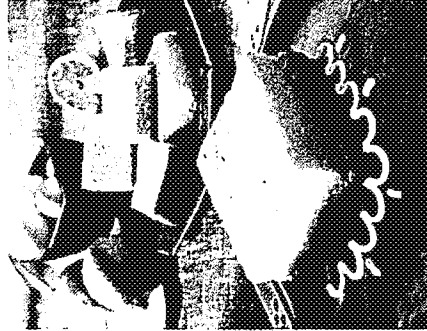
New_York_Supreme_Ck7...



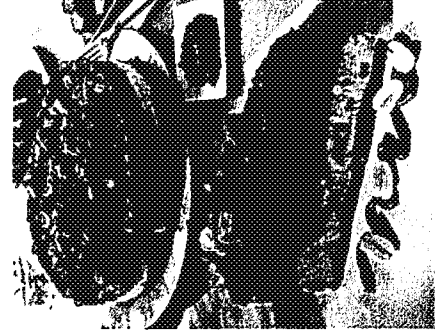
New_York_Vanilla_Divine...



NY_Style_Assort_CK. 40...



Old_Fashioned_Lemon_B...



Paradise_PB_Ice_Cream_...



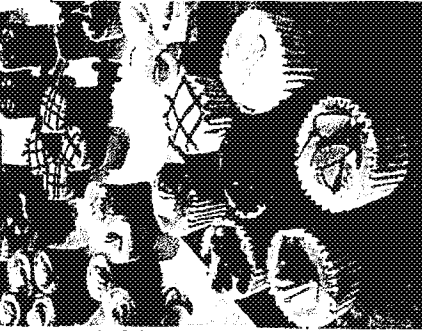
Peanut_Butter_Chocolat...



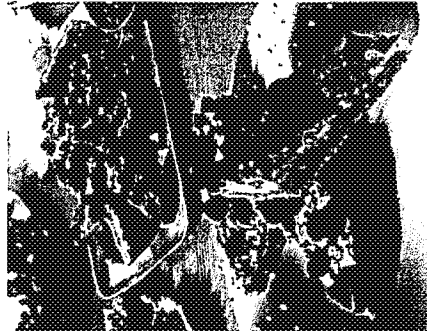
Raspberry_Swirl_Cheesec...



Raspberry_Tuxedo_CK80...



Royal_Miniature_Cheese...



Seven_Layer_Bar.65201_...



Sombrero_Cake.40318_...



Sourcream_Cheesecake...



Spumoni_Ice_Cream_Cak...



Strawberry_Symphony_C...



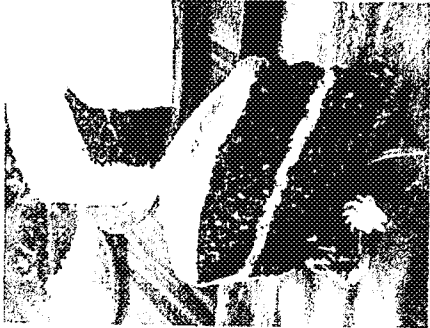
Sugar_free_Cheesecake....



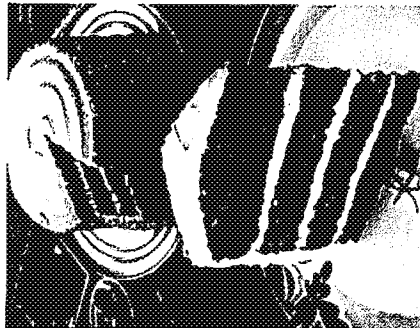
Tiramisu Torte403238....



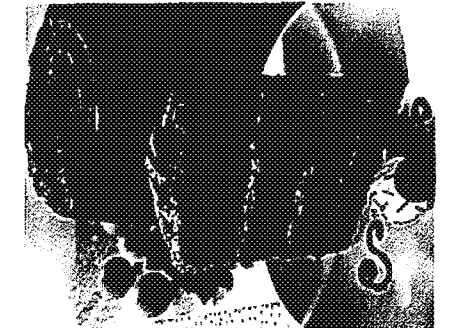
Tiramisu Traditional4048...



Towering_Carrot_Cake....



Towering_Carrot_Cake.7...



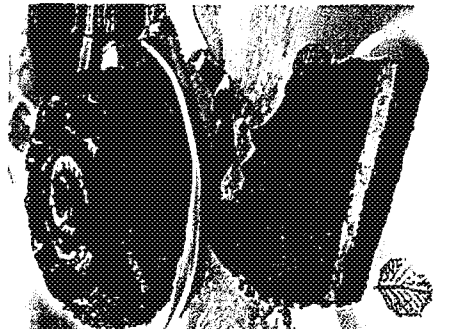
Towering_Chocolate_Ca...



Trifecta_Pie.40549.master



Triple_Chocolate_Truffle...



Ultimate_Choc.master



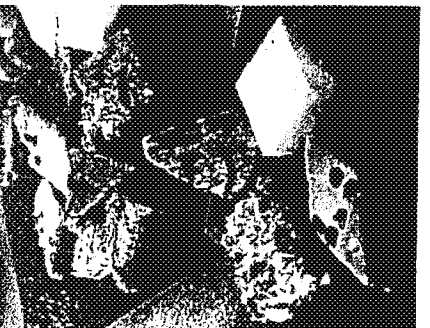
Vanilla_Cheesecake.7000...



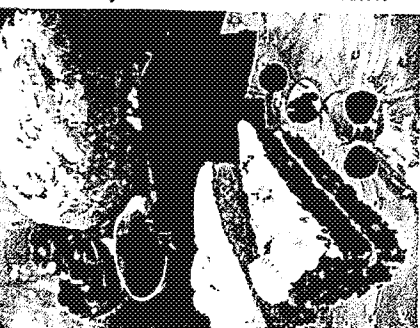
Variety Pack I.65605.ma...



Variety Pack II.65610.ma...



Variety Pack III.65620.ma...



Variety_Deluxe_Layer 06...



White_Chocolate_Eclair...



Grand_Royal_Turtle_Ck...



Grand_Slam_Pie.40550...



Grandmother's_Carrot_C...



Harvest_Bread_Pudding...



High_Boston_Cream_Cake...



High_Peanut_Butter_Pie4...



Hot_Fudge_Sundae.Ck_8...



Ice_Cream_Cake.Tiramis...



Key_Lime_Pie405034.ma...



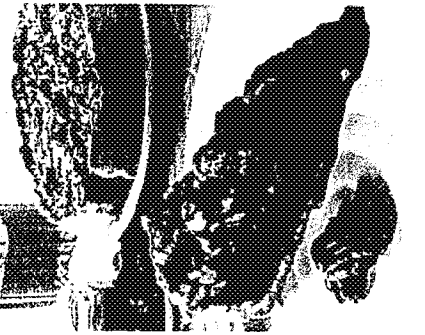
Key_Lime_Cheesecake 8...



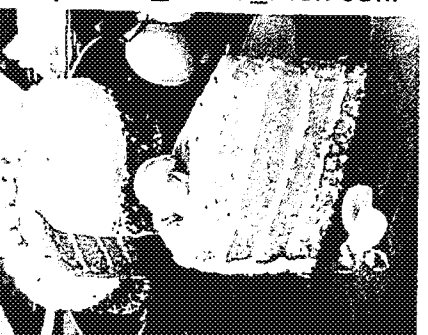
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Key_Lime_Pie.70508_ma...



KY Bourbon Pecan Pie 70...



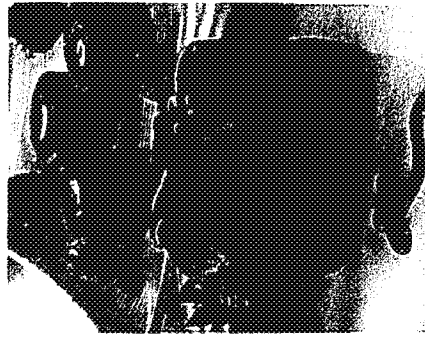
Lemon_mist.master



Lemon_Raspberry_Cater...



Chocolate_fudge_browni...



Chocolate_Lava_Divine11...



Chocolate_Mousse_Cake...



Chocolate_Raspberry_Ca...



Coffee_Cake_Variety.408...



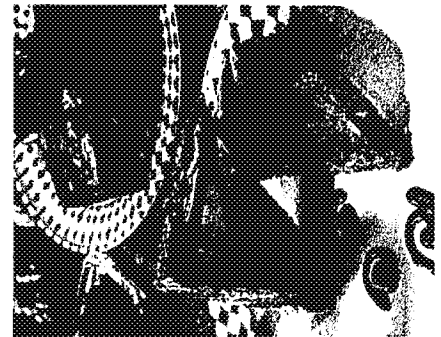
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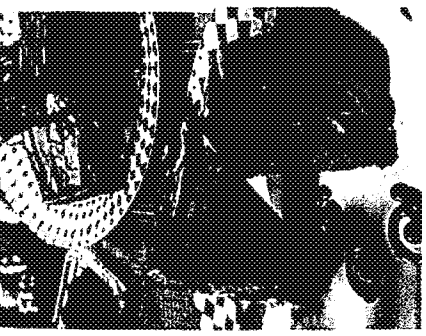
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Dulce_de_Leche.85100...



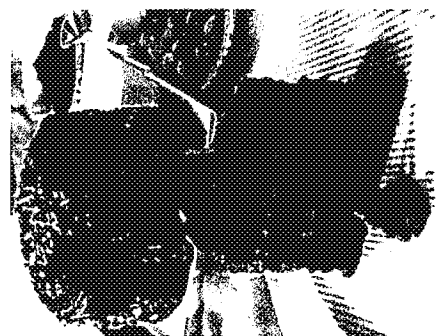
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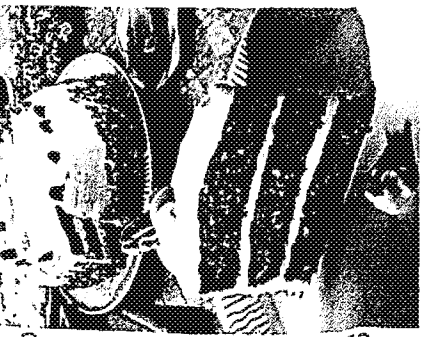
Frosted_Brownie 72441....



Fudge_Brownie_Bar.4040...



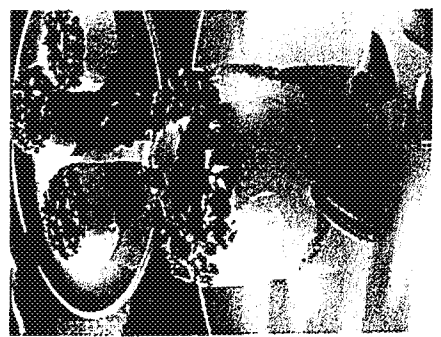
Gourmet_Chocolate_cake...



Gourmet_Carrot_Cake.70...



Gourmet_Turtle_cheesec...



Gourmet_Turtle_Divine1...



Caramel_Apple_Pie4051...



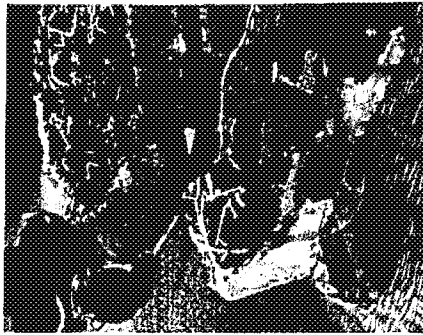
Carmel_ApplePie_CK.800...



Carrot Cake.Catering.ma...



Carrot_Deluxe_Walnuts7...



Chaos-Pie-with-Snicker...



Choc.Rasp.Catering Cak...



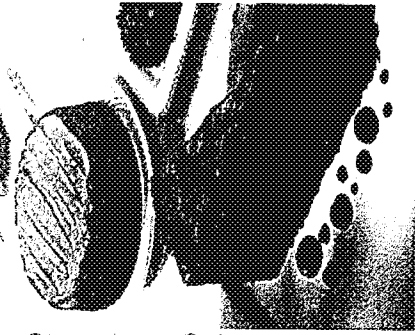
Chocolate Mousse Cake...



Chocolate Raspberry Tor...



Chocolate_Beyond_Reas...



Chocolate_Cake.47010...



Chocolate_Cake_Caterin...



Chocolate_Chip_Cheesec...



Chocolate_Decadence.m...



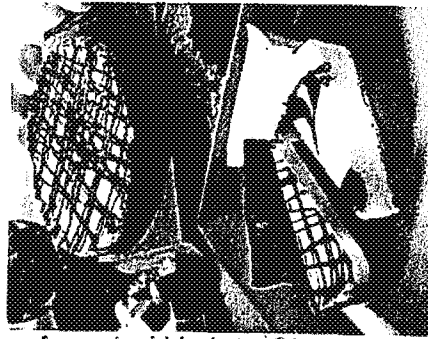
Chocolate_decadence.ma...



Chocolate_Deluxe.40016_...



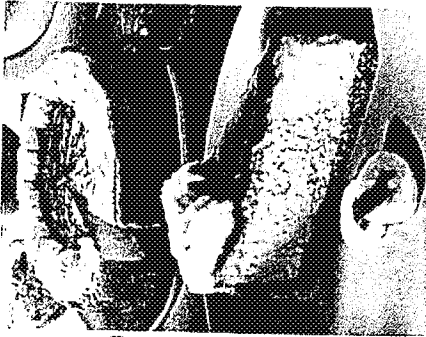
Apple_Coffee_Cake.mas...



Assorted Variety Ck_Pac...



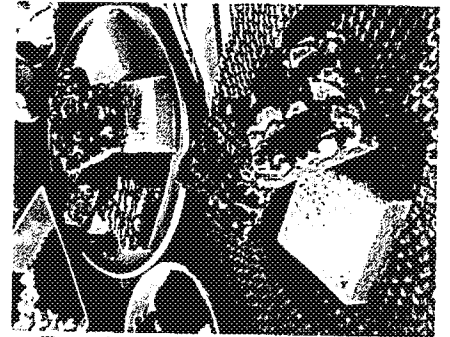
Assorted_Variety_Cake.4...



Banana.master



Bar_Variety_2.master.psd



Bar_Variety_1.40764_ma...



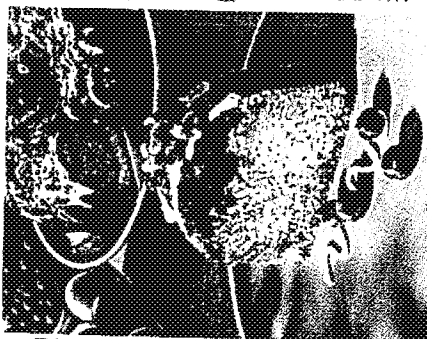
Black_Forest_Cake.7034...



Blondie_Bar_65403.mas...



BlueBerry_Bliss_Crisp.ma...



Blueberry_Coffee_Cake...



Boston_Cream_Cake.ma...



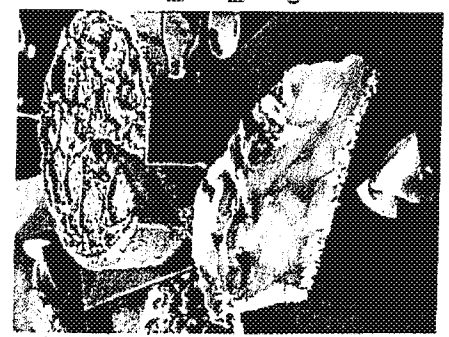
Brownie_nut_fudge.mas...



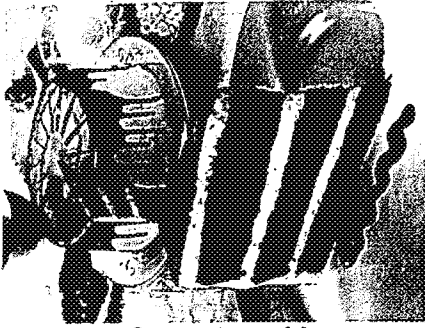
Cafe_Latte_Cheesecake ...



Cappuccino_Cheesecake...



Caramel_Apple_Pie.7040...



White_Chocolate_Mouss...