

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
	Pineland Farms Potato Company, Inc.		02/27/2013
			Entity Type
			CORPORATION: MAINE
RECEIVING PARTY DATA			
Name:	Pineland Farms, Inc.		
Street Address:	32 Fam View Drive		
City:	New Gloucester		
State/Country:	MAINE		
Postal Code:	04260		
Entity Type:	Non-profit corporation: MAINE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	3355312	NATURALLY POTATOES
	Registration Number:	3355311	NATURALLY POTATOES
CORRESPONDENCE DATA			
Fax Number:	2078718026		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(207) 400-8114		
Email:	dmconnell@perkinsthompson.com		
Correspondent Name:	David McConnell		
Address Line 1:	P.O. 426		
Address Line 4:	Portland, MAINE 04112-0426		
NAME OF SUBMITTER:	David B. McConnell		
Signature:	/David B. McConnell/		
Date:	03/01/2013		
Total Attachments: 3			
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THIS ASSIGNMENT OF SERVICEMARKS AND TRADEMARKS is effective as of the 27 day of February, 2013

BETWEEN:

Pineland Farms Potato Company, Inc., a Maine corporation ("Assignor")

- and -

Pineland Farms, Inc., a Maine nonprofit corporation ("Assignee").

WHEREAS, Assignor desires to transfer and assign to Assignee all of Assignor's worldwide right, title and interest in, to and under Assignor's servicemarks, trademarks, and trade names listed on Schedule "A" annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "Marks").

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, agrees as follows:

1. ASSIGNMENT AND TRANSFER

Assignor does hereby transfer and assign to Assignee all of Assignor's worldwide right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment of Servicemarks and Trademarks, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment of Servicemarks and Trademarks not been made.

2. FURTHER ASSURANCES

Assignor agrees to execute, deliver and record such documents and instruments and do such other acts as the Assignee may reasonably request for the purpose of carrying out and giving full force and effect to the provisions of this Assignment of Servicemarks and Trademarks.

3. GOVERNING LAW

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Servicemarks and Trademarks shall be governed by and construed in accordance with the laws of the State of Maine without giving effect to the principles of conflicts of laws thereof.

IN WITNESS WHEREOF, the Assignor has executed this Assignment of Servicemarks and Trademarks as of the date first above written.

PINELAND FARMS POTATO COMPANY, INC.

By: William E. Haggitt
Name: William E. Haggitt
Title: CEO & Chairman

STATE OF MAINE)
COUNTY OF CUMBERLAND) ss:

On this 27th day of February, 2013, before me personally appeared William E. Haggitt who executed this Assignment of Servicemarks and Trademarks and acknowledged to me that he/she executed the same as his/her free act in his/her authorized capacity on behalf of Pineland Farms Potato Company, Inc.

Lisa M. Esposito
Notary Public, State of Maine Lisa M. Esposito
My Commission Expires 09/16/2018

[Stamp/Seal]

SCHEDULE A

Registered Marks

USPTO Registration No.

Naturally Potatoes (Design)

3355312

Naturally Potatoes (Standard Character)

3355311