

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		05/11/2012	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Dianne's Fine Desserts, Inc.		
Street Address:	4 Graf Road		
City:	West Newburyport		
State/Country:	MASSACHUSETTS		
Postal Code:	01950		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2142091	@	
Registration Number:	2132069		
Registration Number:	3401070	@	
CORRESPONDENCE DATA			
Fax Number:	4124561035		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	412-456-6004		
Email:	kelly.beck@us.hjheinz.com		
Correspondent Name:	Sabrina J. Hudson		
Address Line 1:	P.O. Box 57		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15230		
ATTORNEY DOCKET NUMBER:	HJH ASSIGNMENT		
NAME OF SUBMITTER:	Sabrina J. Hudson		

Signature:	/Sabrina J. Hudson/
Date:	04/30/2013
Total Attachments: 2 source=@ Trademark Assignment#page1.tif source=@ Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, H. J. Heinz Company ("Assignor"), a Pennsylvania corporation with a principal place of business at One PPG Place, Suite 3100, Pittsburgh, Pennsylvania 15222, is the owner of the trademark registrations set forth in Schedule A (collectively, the "Trademarks"); and

WHEREAS, Dianne's Fine Desserts, Inc. ("Assignee"), a Delaware corporation with offices at 4 Graf Road, West Newburyport, Massachusetts 01950, is desirous of acquiring all right, title and interest in and to the Trademarks, 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, Assignor hereby sells, assigns, and transfers all right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks to Assignee.

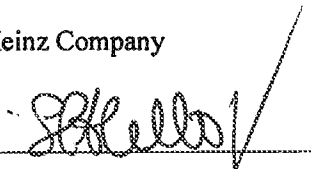
Assignor agrees to execute any and all additional documents that may be necessary to protect and record title to the Trademarks to Assignee and to carry out the intent of this Assignment.

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.

The undersigned are duly authorized to execute this document on behalf of H. J. Heinz Company and Dianne's Fine Desserts, Inc. This Assignment is effective as of May 11, 2012.

H. J. Heinz Company

By: _____

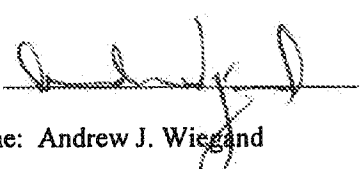


Name: Leonard A. Cullo, Jr.

Title: Vice President -- Treasurer

Dianne's Fine Desserts, Inc.

By: _____






Name: Andrew J. Wiegand

Title: Vice President, Secretary & Treasurer

Schedule A

Trademark Registrations

Mark	Owner	Registration No.	Registration Date	Goods
	H. J. Heinz Company	2142091	3/10/1998	Retail and wholesale bakery services; café services
	H. J. Heinz Company	2132069	1/27/1998	Bakery products, namely, cakes, cheesecakes, tortes, pies, pastry, brownies, cupcakes, breads for consumption on or off the premises
	H. J. Heinz Company	3401070	3/25/2008	Dessert bars, namely baked fruit bars, namely, lemon bars, caramel bars, chocolate bars, coconut-based bars, chocolate chip bars, chocolate peanut butter bars, and cheesecake bars

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