

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
XL Four Star Beef Inc.		04/08/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Swift Brands Company		
Street Address:	1770 Promontory Circle		
City:	Greeley		
State/Country:	COLORADO		
Postal Code:	80634		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2763893	FOUR STAR BEEF	
Registration Number:	2755737	FOUR STAR BEEF	
Registration Number:	2958525	RANCHER'S PREMIUM FED	
Registration Number:	0802352		
CORRESPONDENCE DATA			
Fax Number:	4029526870		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	402-341-3070		
Email:	trademark@mcgrathnorth.com		
Correspondent Name:	Tracy L. Deutmeyer		
Address Line 1:	1601 Dodge Street, Suite 3700		
Address Line 4:	Omaha, NEBRASKA 68102		
NAME OF SUBMITTER:	Tracy L. Deutmeyer		
Signature:	/Tracy L. Deutmeyer/		

OP \$115.00 2763893

TRADEMARK

Date:

05/23/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, XL Four Star Beef Inc., a Delaware corporation ("Assignor"), is the sole owner of the entire right, title and interest in and to the trademarks set forth on Schedule 1 attached hereto and incorporated herein by this reference, and all variations thereof, and all related signs and symbols (hereinafter known as the "Marks"), together with the goodwill associated with the Marks; and

WHEREAS, Swift Brands Company, a Delaware corporation ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks, together with the goodwill associated with the Marks; and

WHEREAS, Assignor desires to transfer to Assignee all of its right, title and interest in and to the Marks together with the goodwill associated with the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee all of Assignor's right, title and interest in and to said Marks, together with the goodwill associated with the Marks, as well as all renewals and extensions of registrations associated with the Marks, and all common law rights associated with the Marks, and any and all causes of action and other rights assertable under the Marks, the right to sue third parties for infringement of or improper activities regarding the Marks, and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor hereby covenants and agrees that it will execute any and all instruments and documents reasonably necessary to aid the Assignee, its successors, legal representatives, and assigns, in the implementation and/or recordation of this Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the 8th day of April, 2013.

Assignor:




XL FOUR STAR BEEF INC., a Delaware corporation

By: [Signature]

Title: CFO

SCHEDULE 1

TRADEMARK ASSIGNMENT

MARK	JURISDICTION	CLASS	SERIAL NO.	FILING DATE	REG. DATE	REG. NO.
FOUR STAR BEEF	U.S.	29	76/452,315	9/23/2002	9/16/2003	2,763,893
FOUR STAR BEEF & DESIGN 	U.S.	29	76/452,314	9/23/2002	8/26/2003	2,755,737
RANCHER'S PREMIUM FED & DESIGN 	U.S.	29	78/312,886	10/13/2003	5/31/2005	2,958,525
MISCELLANEOUS DESIGN (FOUR STAR DESIGN) 	U.S.	29	72/199,867	08/14/1964	01/18/1966	0,802,352