

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ALL Holding Company, Inc.		05/14/2013	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA

Name:	ALL Holding Company LLC
Street Address:	P.O. Box 2
City:	Harleysville
State/Country:	PENNSYLVANIA
Postal Code:	19438
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3186965	LEIDY'S
Registration Number:	3279045	LEIDY'S
Registration Number:	3319198	LEIDY'S SIMPLY DELICIOUS PORK
Registration Number:	3519237	NATURE'S TRADITION
Registration Number:	3526516	NATURE'S TRADITION NATURALLY GOOD
Registration Number:	4263719	PREMIUM LITE
Registration Number:	4121093	LEIDY'S SIMPLY DELICIOUS PORK PENNSYLVAN
Registration Number:	2976048	CERICO
Registration Number:	3624896	100 CALORIE SELECTIONS
Registration Number:	3516244	A ALDERFER NATURAL WOOD SMOKED MEATS

CORRESPONDENCE DATA

Fax Number: 2155683439

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

CH \$265.00 3186965

Phone: (215) 568-3100  
Email: trademarks@woodcock.com  
Correspondent Name: Denise I. Mroz, Woodcock Washburn LLP  
Address Line 1: 2929 Arch Street  
Address Line 2: Cira Centre, 12th Floor  
Address Line 4: Philadelphia, PENNSYLVANIA 19104-2891

ATTORNEY DOCKET NUMBER:	ALLH-0001
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NAME OF SUBMITTER:	Denise I. Mroz
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Signature:	/Denise I. Mroz/
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Date:	05/24/2013
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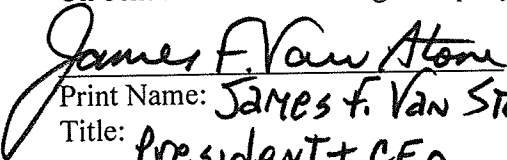
**TRADEMARK ASSIGNMENT**

WHEREAS, ALL Holding Company, Inc., a Pennsylvania corporation, with an address of P.O. Box 2, Harleysville, PA 19438 ("Assignor"), adopted, owned and used in commerce the trademarks as set forth in the attached Attachment A (hereinafter "the Marks");

WHEREAS, ALL Holding Company LLC, a Pennsylvania limited liability company, with an address of P.O. Box 2, Harleysville, PA 19438 (hereafter "Assignee"), is desirous of acquiring all right, title, and interest in and to the Marks, including any and all registrations associated with the same, together with the goodwill of the business symbolized by the Marks;

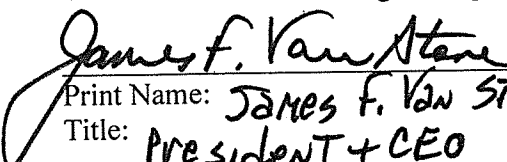
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor acknowledges that, effective March 15, 2013, it sold, assigned, transferred, and conveyed to Assignee all right, title, and interest in and to the Marks together with the goodwill of business symbolized thereby and the registration and/or applications associated therewith, including common law rights, as well as all assets relating to the Marks, and the right to sue and recover damages for past infringements thereof.

On behalf of ALL Holding Company, Inc.

  
Print Name: JAMES F. VAN STONE  
Title: PRESIDENT + CEO







Date: May 14, 2013

On behalf of ALL Holdings Company LLC

  
Print Name: JAMES F. VAN STONE  
Title: PRESIDENT + CEO

Date: May 14, 2013

ATTACHMENT A - Trademarks

TRADEMARK	U.S. Registration No.
Leidy's & Pig Design 	3186965
Leidy's	3279045
Leidy's Simply Delicious Pork & Design 	3319198
NATURE'S TRADITION	3519237
NATURE'S TRADITION NATURALLY GOOD 	3526516
Premium Lite 	4263719
LEIDY'S SIMPLY DELICIOUS PORK PENNSYLVANIA FARM FRESH "SIMPLY DELICIOUS PORK FROM LOCAL FAMILY FARMS" 	4121093
CERICO	2976048
100 Calories Selections	3624896
Alderfer Natural Wood Smoked Meats 	3516244