

## 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
Beech-Nut Nutrition Corporation		05/20/2013	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	HERO AG		
Street Address:	[None]		
City:	Lenzburg		
State/Country:	SWITZERLAND		
Postal Code:	CH-5600		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4096870	HERO FRUIT SPREADABLES	
CORRESPONDENCE DATA			
Fax Number:	6465881457		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-297-2697		
Email:	tmdocketing@cozen.com		
Correspondent Name:	Lance Lieberman		
Address Line 1:	277 Park Avenue		
Address Line 2:	Cozen O'Connor		
Address Line 4:	New York, NEW YORK 10172		
ATTORNEY DOCKET NUMBER:	463702-320/294898		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Lance J Lieberman

Signature:

/Lance J Lieberman/

Date:

05/29/2013

Total Attachments: 1

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# ASSIGNMENT OF TRADEMARK

WHEREAS, **BEECH-NUT NUTRITION CORPORATION** (hereinafter "ASSIGNOR"), is the owner of all right, title and interest in and to the Trademark "**HERO FRUIT SPREADABLES**" which is the subject of U.S. Trademark Registration No. 4,096,870 registered February 7, 2012, and is the owner of all right, title and interest in and to the said U.S. Trademark Registration No. 4,096,870; and

WHEREAS, **HERO AG**, a corporation of Switzerland having a place of business at CH-5600 Lenzburg, Switzerland (hereinafter "ASSIGNEE"), is desirous of acquiring from ASSIGNOR the said "**HERO FRUIT SPREADABLES**" trademark and the said U.S. Trademark Registration No. 4,096,870 thereof;


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR does hereby sell, assign and transfer over unto the said ASSIGNEE all of its right, title and interest in and to the said "**HERO FRUIT SPREADABLES**" Trademark, together with the good will of the business symbolized by the said Trademark and the right to sue for past infringements thereof, and in and to the said U.S. Trademark Registration No. 4,096,870.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized representative.

**Beech-Nut Nutrition Corporation**

Dated: 5/20/13

By: \_\_\_\_\_



Steve Foster  
Chief Financial Officer