

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:	SOUTH DAKOTA		
Postal Code:	CH-5600		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85144954	HERO 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:	463702-317A/294896		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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 SPREADABLES**" which is the subject of U.S. Trademark Application No. 85/144,954, filed October 5, 2010, has a *bona fide* intention to use the said "**HERO SPREADABLES**" trademark in US commerce, and is the owner of all right, title and interest in and to the said U.S. Trademark Application No. 85/144,954; 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 SPREADABLES**" trademark and the said U.S. Trademark Application No. 85/144,954 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 SPREADABLES**" Trademark, together with the good will of the business symbolized by the said Trademark and the entire ongoing business to which the said trademark pertains, and in and to the said U.S. Trademark Application No. 85/144,954, including the right to sue for past infringements thereof.

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

463702-317A/294896