

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Jones Seed Company | | 06/12/2013 | COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Purina Animal Nutrition LLC | | |
| Street Address: | 1080 County Road F West | | |
| City: | Shoreview | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55126 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3192112 | COLORFUL COMPANIONS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6513752832 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Email: | bmgoebel@landolakes.com | | |
| Correspondent Name: | Amber Stevens | | |
| Address Line 1: | 4001 Lexington Avenue North | | |
| Address Line 4: | Arden Hills, MINNESOTA 55126 | | |
| ATTORNEY DOCKET NUMBER: | FEED TM ASSIGN | | |
| NAME OF SUBMITTER: | Amber Stevens | | |
| Signature: | /Amber Stevens/ | | |
| Date: | 06/14/2013 | | |

CH \$40.00 3192112

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("*Assignment*") is made by and between Jones Seed Company ("*Assignor*"), and Purina Animal Nutrition LLC, a Delaware Limited Liability Company ("*Assignee*"), as of this 12 day of June 2013.

WHEREAS, Assignor is the owner of United States Trademark Registration No. 3,192,112 for COLORFUL COMPANIONS and the goodwill of the business symbolized thereby and associated therewith (the "*Trademark*"); and

WHEREAS, Assignee desires to acquire the Trademark, and any and all rights of Assignor related thereto, and to record its status as the sole owner of the entire right, title and interest in and to the Trademark.

NOW, THEREFORE, for the good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby sells, assigns, and transfers unto Assignee, its successors and assigns, the Trademark and the entire right, title, and interest in said Trademark, together with the entire right, title, and the goodwill of the business associated therewith and all income, royalties, damages and payments now or hereafter due or payable in respect thereto and in and to all causes of action, either in law or in equity, for past, present, or future infringement based on such Trademark, and in and to all rights corresponding to the foregoing.

2. Assignor hereby represents and warrants that the Assignor is the exclusive owner of all right, title, and interest in and to the Trademark; the Trademark is free and clear of any liens, security interest or encumbrances; and the Assignor has the full legal right to assign the same to Assignee without limitation or encumbrance.

3. Assignor agrees to take whatever further action is deemed necessary or appropriate by Assignee to properly and fully effect and perfect the transfer to Assignee of the Trademark, to establish full custody of the Trademark by Assignee, and to set forth and establish the chain of title to the Trademark and the first use of the Trademark.

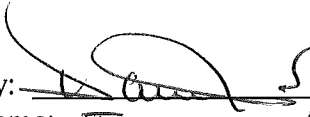
4. The Assignment shall be governed by the laws of the State of Minnesota, without regard to its conflicts of law principles.

5. This Assignment is being executed and delivered as required by that certain License and Supply Agreement entered into between the parties in 2011 relating to the Trademark (the "*Agreement*"). The transfer made hereby is subject to all of the provisions of the Agreement, and this Assignment is a supplement thereto.

IN WITNESS WHEREOF, the said parties have hereto caused the signatures of duly authorized officers, on the day and year first above written.

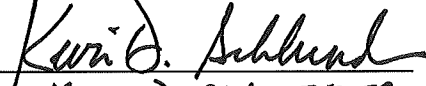
ASSIGNOR:

Jones Seed Company

By: 
Name: JONES SEED COMPANY
Title: OWNER

ASSIGNEE:

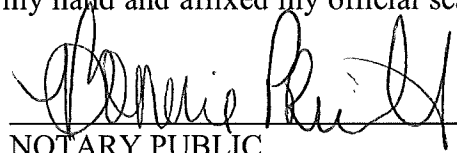
Purina Animal Nutrition LLC

By: 
Name: KEVIN D. SCHLUENDER
Title: SECRETARY

STATE OF Oklahoma)
COUNTY OF Comanche) ss.

On this 12th day of June, 2013 to me personally known, appeared Darrell Jones who, being by me duly sworn did say that he is the owner of said trademark.

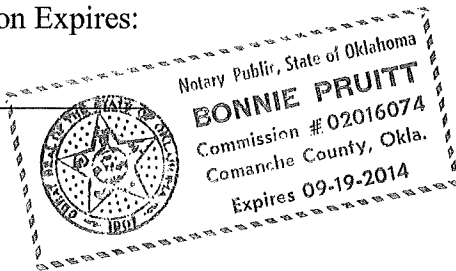
In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.



NOTARY PUBLIC

My Commission Expires:

9-19-14
[SEAL]



STATE OF Minnesota)
) ss.
COUNTY OF Ramsey)

On this 13th day of June, 2013, to me personally known, appeared Kevin Schluender who, being by me duly sworn did say that he/she is the Secretary of Purina Animal Feed LLC, a Delaware Limited Liability Company, and that said instrument was signed and delivered on behalf of said company by authority of its directors, and said Kevin Schluender acknowledged said instrument to be the free act and deed of said company acting with full power and authority to so bind the company.

In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

Cynthia A. Olsen
NOTARY PUBLIC

My Commission Expires:

01-31-16
[SEAL]

