

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
CONAGRA FOODS RDM, INC.		09/16/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	LIGHTLIFE FOODS, INC.
<b>Street Address:</b>	153 Industrial Boulevard
<b>City:</b>	Turner Falls
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	01376
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 34**

Property Type	Number	Word Mark
Serial Number:	77909729	BLOG-ITARIAN
Serial Number:	74077628	FAKIN' BACON
Serial Number:	74675107	GIMME LEAN!
Serial Number:	85743905	LIFE IS A JOURNEY...LIVE LONG, TRAVEL LI
Serial Number:	77046387	LIGHTLIFE
Serial Number:	77167163	LIGHTLIFE
Serial Number:	74154566	LIGHTLIFE
Serial Number:	85757800	LIVE LONG, TRAVEL LIGHT
Serial Number:	76400587	SMART BACON
Serial Number:	76596601	SMART BBQ
Serial Number:	76400578	SMART BREAKFAST
Serial Number:	76595938	SMART CHILI
Serial Number:	76400516	SMART CUTLETS
Serial Number:	76400581	SMART DELI

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Serial Number:	76400583	SMART DOGS
Serial Number:	75541050	SMART GROUND
Serial Number:	75842193	SMART LINKS
Serial Number:	76976923	SMART MENU
Serial Number:	76195202	SMART MENU
Serial Number:	77404348	SMART M'TBALLS
Serial Number:	78946549	SMART NUGGETS
Serial Number:	78946697	SMART PATTIES
Serial Number:	76642271	SMART PRETZEL DOG
Serial Number:	77303906	SMART SAUSAGES
Serial Number:	76642263	SMART STRIPS
Serial Number:	78946540	SMART STUFFERS
Serial Number:	77761919	SMART TENDERS
Serial Number:	76596605	SMART TEX MEX
Serial Number:	77788783	SMART WINGS
Serial Number:	77632914	TEMPEHTATIONS
Serial Number:	78924668	TOFU PUPS
Serial Number:	73567401	TOFU PUPS
Serial Number:	78923812	TOFU PUPS
Serial Number:	77650085	VEGGIE GOODNESS FOR YOU AND THE PLANET.

**CORRESPONDENCE DATA**

Fax Number: 8883251682

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

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ATTORNEY DOCKET NUMBER:	309408-0013
NAME OF SUBMITTER:	Laura Hays
Signature:	/Laura Hays/
Date:	10/08/2013

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**US TRADEMARK ASSIGNMENT**

This Trademark Assignment agreement ("Assignment") is entered into as of September 16, 2013, between CONAGRA FOODS RDM, INC., a corporation organized and existing under the laws of the State of Delaware ("Assignor"), and LIGHTLIFE FOODS, INC., a corporation organized and existing under the laws of the State of Delaware ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the marks listed in Exhibit A attached hereto and various applications and registrations therefor (collectively referred to herein as the "Marks"); and

WHEREAS, Assignor wishes to assign the entire rights, title and interest in and to the Marks and the goodwill associated therewith to Assignee, and Assignee desires to accept the Marks and the goodwill associated therewith.

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

1. Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Marks in the United States, together with the goodwill associated therewith, and all registrations and applications therefor.

2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.


**ASSIGNOR:**

**CONAGRA FOODS RDM, INC.**

By:   
Name: Rebecca Bortolotti  
Title: Vice President, Technology Counsel

**ASSIGNEE:**

**LIGHTLIFE FOODS, INC.**

By:   
Name: ROY LUBETKIN  
Title: PRESIDENT & CEO

**EXHIBIT A**

Reference #	MARK	FILED	APP #	REG DT	REG #	STATUS
500627.1008	BLOG-ITARIAN	1/12/2010	77/909,729	7/13/2010	3,818,334	REGISTERED
500627.703	FAKIN' BACON	7/12/1990	74/077,628	6/18/1991	1,648,265	REGISTERED
500627.705	GIMME LEAN!	5/16/1995	74/675,107	3/12/1996	1,962,081	REGISTERED
500627.1236	LIFE IS A JOURNEY...LIVE LONG, TRAVEL LIGHT	10/2/2012	85/743,905	5/21/2013	4,338,751	REGISTERED
500627.163	LIGHTLIFE	11/17/2006	77/046,387			PENDING
500627.150	LIGHTLIFE	4/27/2007	77/167,163	3/26/2013	4,309,294	REGISTERED
500627.706	LIGHTLIFE AND DESIGN	4/8/1991	74/154,566	5/2/1995	1,892,256	REGISTERED
500627.1247	LIVE LONG, TRAVEL LIGHT	10/18/2012	85/757,800	5/21/2013	4,338,796	REGISTERED
500627.534	SMART BACON	4/26/2002	76/400,587	4/8/2003	2,704,274	REGISTERED
500627.864	SMART BBQ	6/4/2004	76/596,601	11/7/2006	3,169,170	REGISTERED
500627.786	SMART BREAKFAST	4/26/2002	76/400,578	3/16/2004	2,823,884	REGISTERED
500627.865	SMART CHILI	6/4/2004	76/595,938	12/19/2006	3,187,765	REGISTERED
500627.517	SMART CUTLETS	4/26/2002	76/400,516	8/12/2003	2,749,717	REGISTERED
500627.505	SMART DELI	4/26/2002	76/400,581	10/14/2003	2,773,155	REGISTERED
500627.49	SMART DOGS	4/26/2002	76/400,583	2/11/2003	2,686,279	REGISTERED
500627.707	SMART GROUND	8/21/1998	75/541,050	2/15/2000	2,318,293	REGISTERED
500627.866	SMART LINKS	11/6/1999	75/842,193	1/2/2007	3,190,366	REGISTERED
500627.818	SMART MENU	2/22/2001	76/976,923	2/8/2005	2,925,660	REGISTERED
500627.599	SMART MENU	1/17/2001	76/195,202	3/23/2004	2,825,599	REGISTERED
500627.124	SMART M'TBALLS	2/22/2008	77/404,348	3/24/2009	3,594,013	REGISTERED
152-2959	SMART NUGGETS	8/7/2006	78/946,549	4/29/2008	3,420,666	REGISTERED
152-2958	SMART PATTIES	8/7/2006	78/946,697	4/29/2008	3,420,667	REGISTERED
152-2939	SMART PRETZEL DOG	7/5/2005	76/642,271	11/27/2007	3,344,719	REGISTERED
500627.155	SMART SAUSAGES	10/15/2007	77/303,906	10/21/2008	3,522,138	REGISTERED
500627.863	SMART STRIPS	7/5/2005	76/642,263	1/23/2007	3,202,543	REGISTERED
152-2941	SMART STUFFERS	8/7/2006	78/946,540	12/18/2007	3,358,050	REGISTERED
500627.429	SMART TENDERS	6/17/2009	77/761,919	2/2/2010	3,744,231	REGISTERED
500627.850	SMART TEX MEX	6/4/2004	76/596,605	11/7/2006	3,169,171	REGISTERED
500627.499	SMART WINGS	7/24/2009	77/788,783	4/13/2010	3,774,383	REGISTERED
500627.184	TEMPEHTATIONS	12/15/2008	77/632,914	3/2/2010	3,755,878	REGISTERED
500627.860	TOFU PUPS	7/7/2006	78/924,668	12/12/2006	3,183,926	REGISTERED
500627.708	TOFU PUPS (STYLIZED)	11/7/1985	73/567,401	6/24/1986	1,398,703	REGISTERED
500627.862	TOFU PUPS (STYLIZED)	7/6/2006	78/923,812	12/12/2006	3,183,925	REGISTERED

**EXHIBIT A**

Reference #	MARK	FILED	APP #	REG DT	REG #	STATUS
500627.187	VEGGIE GOODNESS FOR YOU AND THE PLANET.	1/15/2009	77/650,085	4/12/2011	3,944,883	REGISTERED