

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
Conopco, Inc.		11/19/2013	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Hormel Foods, LLC
Street Address:	1 Hormel Place
City:	Austin
State/Country:	MINNESOTA
Postal Code:	55912
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	85830001	BACK TO SCHOOL

CORRESPONDENCE DATA	
Fax Number:	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Email:	slnelsen@hormel.com
Correspondent Name:	Sarah L. Nelsen
Address Line 1:	1 Hormel Place
Address Line 2:	Law Department
Address Line 4:	Austin, MINNESOTA 55912

NAME OF SUBMITTER:	Sarah L. Nelsen
Signature:	/sln/
Date:	12/06/2013

Total Attachments: 5

OP \$40.00 85830001

source=BACK TO SCHOOL trademark assignment#page1.tif
source=BACK TO SCHOOL trademark assignment#page2.tif
source=BACK TO SCHOOL trademark assignment#page3.tif
source=BACK TO SCHOOL trademark assignment#page4.tif
source=BACK TO SCHOOL trademark assignment#page5.tif

UNITED KINGDOM OF GREAT BRITAIN)
AND NORTHERN IRELAND)
CITY OF LONDON) S.S.

I, **James Kerr MILLIGAN**, Notary Public of the City of London, England, by Royal Authority duly admitted and sworn, practising in the said City,

DO HEREBY CERTIFY AND ATTEST:

THAT the hereunto annexed General Intellectual Property Assignment has been signed for and on behalf of **CONOPCO, INC.**, the "Assignor" therein-named and described, by **Adam WILDER**, a British citizen, born on 24th November 1967, he being a duly appointed Attorney-in-Fact of such Company;

I FURTHER CERTIFY THAT the said Company styled "**CONOPCO, INC.**" is a company duly incorporated and existing under the laws of New York, United States of America, with offices at **700 Sylvan Avenue, Englewood Cliffs, New Jersey, 07632, United States of America;**

AND THAT the said **Adam WILDER** is duly authorised to sign the said annexed General Intellectual Property Assignment on behalf of the said **CONOPCO, INC.** under and by virtue of a Power of Attorney granted in his favour by such Company dated 18th December 2008, a copy of which has been produced to me, the undersigned Notary.

IN TESTIMONY WHEREOF I have hereunto set my hand and affixed my Seal of Office in the City of London aforesaid, this twenty-sixth day of November in the year Two thousand and thirteen.



James Kerr MILLIGAN
Notary Public of London, England
My Commission Expires with Life

Conopco Inc.

700 Sylvan Avenue
Englewood Cliffs
NJ 02632

GENERAL INTELLECTUAL PROPERTY ASSIGNMENT

This GENERAL INTELLECTUAL PROPERTY ASSIGNMENT is made this 19th day of November, 2013 (this "Assignment"), by CONOPCO, INC., a New York corporation ("Assignor"), to HORMEL FOODS, LLC, a Minnesota limited liability company ("Assignee").

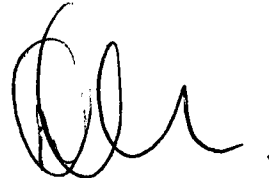
WHEREAS, pursuant to the terms of the Asset Purchase Agreement dated as of January 2, 2013 (the "Asset Purchase Agreement"; capitalized terms used but not defined in this Assignment shall have the meanings assigned to them in the Asset Purchase Agreement), between Conopco, Inc., a New York corporation, and Assignee, Assignor is obligated to sell, transfer, assign and deliver to Assignee the Transferred Intellectual Property held by it. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall govern.

NOW, THEREFORE, in consideration of the premises contained herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor by these presents does hereby sell, assign, transfer and set over unto Assignee, its successors, legal representatives and assigns all its common law and statutory right, title and interest in the Transferred Intellectual Property that are set forth in Schedule A hereto.

Assignor shall execute and deliver such individual confirmatory assignment deeds, change of name or address certificates or other documents prepared by Assignee, at Assignee's expense, necessary for the effectuation or recordation of this Assignment.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by Assignor's duly authorized officer and its seal to be affixed as of the date first above written.

ASSIGNOR
CONOPCO, INC.



by _____
Name: Adam Wilder
Title: Duly authorised

ASSIGNEE
HORMEL FOODS, LLC

by _____
Name: Sarah L. Nansen
Title: Secretary

State of)
) SS.
County of)

I, a notary public for the state aforesaid, do hereby certify that _____, the authorized signatory of CONOPCO, INC., appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of CONOPCO, INC. as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this ___ day of _____ 2013.

Notary Public

My commission expires

State of)
) SS.
County of)

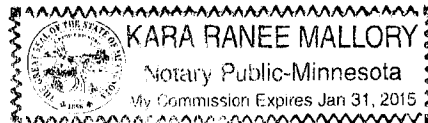
I, a notary public for the state aforesaid, do hereby certify that Sarah L. Nelsen, the authorized signatory of HORMEL FOODS, LLC, appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of HORMEL FOODS, LLC as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 5th day of December 2013.

Kara R. Mallory

Notary Public

My commission expires



SCHEDULE A

Trademarks, Trademark Registrations, Trademark Applications

Country	Trademark	TM Logo	Classes	Application No.	Application date	Registration No.	Registration Date	Status	Renewal Due	Renewal Sub-Status	Proprietor	GRN	Classes	Goods/Services
United States of America	BACK TO SCHOOL		29	55830001	23 Jan 2013			Allowed			Conopco, Inc.		29	Peanut butter.