

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
Del Monte Corporation		02/18/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Del Monte Foods, Inc.
Street Address:	One Maritime Plaza
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 150

Property Type	Number	Word Mark
Registration Number:	1850002	1ST
Registration Number:	0133222	ARGO
Registration Number:	0094581	ARGO
Registration Number:	1547572	BLUE RIBBON
Registration Number:	0100940	BLUE RIBBON
Registration Number:	2431525	
Registration Number:	1288043	CAPO DI MONTE
Registration Number:	4022849	CARMEL MISSION ERECTED 1771
Registration Number:	2022671	CATEGORY MANAGEMENT SYSTEMS
Registration Number:	4217028	CHERRY PUNCH HALFPIPE
Registration Number:	4283095	COLLEGE INN
Registration Number:	0557830	COLLEGE INN
Registration Number:	4336295	COLLEGE INN SINCE 1923
Registration Number:	1493350	COHORT

OP \$3765.00 1850002

Registration Number:	1037607	CONTADINA
Registration Number:	0876144	CONTADINA
Registration Number:	0855195	CONTADINA
Registration Number:	0848258	CONTADINA
Registration Number:	0124957	CONTADINA
Registration Number:	2482789	CONTADINA
Registration Number:	2060853	CONTADINA
Registration Number:	3880074	CONTADINA
Registration Number:	2648253	CONTADINA
Registration Number:	2509620	CONTADINA
Registration Number:	3880075	CONTADINA ROMA STYLE TOMATOES
Registration Number:	1253090	COUNTRY YUMKIN
Registration Number:	4283113	CROWN THE COOK
Registration Number:	4283114	CROWN THE COOK
Registration Number:	0840608	DEAR LADY!
Registration Number:	0824504	DEL MONTE
Registration Number:	0881339	DEL MONTE
Registration Number:	1991454	DEL MONTE
Registration Number:	0827921	DEL MONTE
Registration Number:	2612039	DEL MONTE BRAND
Registration Number:	3604514	DEL MONTE DOLCE
Registration Number:	3370669	DEL MONTE FLAVOR FRESH
Registration Number:	3309660	DEL MONTE FRUIT CHILLERS
Registration Number:	3712076	DEL MONTE FRUIT CHILLERS
Registration Number:	3689913	DEL MONTE FRUITFULL BITES
Registration Number:	2754865	DEL MONTE GOLD
Registration Number:	2287404	DEL MONTE GOLD DELMONTE QUALITY
Registration Number:	3366922	DEL MONTE HEALTHY KIDS
Registration Number:	3509392	DEL MONTE HOMESTYLE RECIPES
Registration Number:	3340830	DEL MONTE HONEY GOLD
Registration Number:	1265860	DEL MONTE LITE
Registration Number:	3886446	DEL MONTE QUALITY
Registration Number:	3880077	DEL MONTE QUALITY
Registration Number:	2295935	DEL MONTE QUALITY
Registration Number:	2581586	DEL MONTE QUALITY

	4077270	DEL MONTE QUALITY
Registration Number:	1455602	DEL MONTE QUALITY FRUIT SNACKS
Registration Number:	2302024	DEL MONTE QUALITY
Registration Number:	3785950	DEL MONTE QUALITY SUPERFRUIT
Registration Number:	3681547	DEL MONTE ROSE
Registration Number:	2124077	DEL MONTE SPECIALTIES
Registration Number:	3573799	DEL MONTE SUPERFRUIT
Registration Number:	3588576	DMC 22-85
Registration Number:	1791801	DOC APPLE
Registration Number:	2257344	DOUBLE LUCK
Registration Number:	4079708	EARLY GARDEN
Registration Number:	0634951	EARLY GARDEN
Registration Number:	3309711	EATING FRUIT COULDN'T BE EASIER
Registration Number:	3309712	EATING WELL COULDN'T BE EASIER
Registration Number:	2054160	FIESTA
Registration Number:	1282725	FIRST PRIZE
Registration Number:	2217551	FRESH CUT
Registration Number:	2155998	FRESH CUT
Registration Number:	2492978	FRESHDELMONTE.COM
Registration Number:	2762345	FRUIT & GEL TO GO
Registration Number:	3712077	FRUIT CHILLERS
Registration Number:	3309659	FRUIT CHILLERS
Registration Number:	0918135	FRUIT CUP
Registration Number:	2536258	FRUIT MADE EASY
Registration Number:	1353073	FRUIT NATURALS
Registration Number:	2506751	FRUIT TO GO
Registration Number:	2200519	FRUITRAGEOUS
Registration Number:	1635606	FRUITS OF FOUR SEASONS
Registration Number:	1257045	GARDEN CRISP
Registration Number:	1469900	GARDEN SELECT
Registration Number:	4311644	GRAPE BERRY BLAST
Registration Number:	3565128	GRAPEFRUIT LOVERS
Registration Number:	3218721	HALF A PLATE MAKES YOU WHOLE
Registration Number:	3309552	HARVEST SELECTIONS
Registration Number:	3558965	HOMEMADE FLAVOR SINCE 1923

TRADEMARK

REEL: 005220 FRAME: 0075

	1816052	IL CLASSICO
Registration Number:	4272152	KETCHUP TO THE RESCUE!
Registration Number:	0380660	LADY ELBERTA
Registration Number:	2903932	MAKE IT SPECIAL WITH S & W
Registration Number:	0077291	MISSION BRAND CARMEL MISSION ERECTED 177
Registration Number:	3880070	NOURISHING FAMILIES. ENRICHING LIVES. EV
Registration Number:	2183042	
Registration Number:	1930805	ORCHARD SELECT
Registration Number:	2670089	PETITE CUT
Registration Number:	1601219	PIZZA SQUEEZE
Registration Number:	2836573	QUICK SQUEEZE
Registration Number:	1275620	READY-CUT
Registration Number:	1767553	READY-CUT
Registration Number:	3891590	READY-TO-BLEND FRUIT SMOOTHIE
Registration Number:	0098030	RED RIBBON
Registration Number:	4058860	RETHINK YOUR PLATE
Registration Number:	1967653	S & W
Registration Number:	1810987	S&W
Registration Number:	1956708	S & W
Registration Number:	1967649	S & W
Registration Number:	2022953	S & W CHILI MAKIN'S
Registration Number:	2138087	S & W PXEXEXE TXEXEXEX
Registration Number:	2127407	
Registration Number:	0881338	
Registration Number:	0828266	
Registration Number:	2285492	
Registration Number:	1733351	SNACK CUPS
Registration Number:	1579331	SNAP-E-TOM
Registration Number:	0964310	SNOKIST BLUE RIBBON
Registration Number:	4068871	SQUEEZABLE FRUIT
Registration Number:	4280974	SQUEEZABLE FRUITS & VEGGIES
Registration Number:	4272150	SQUEEZE ON THE FUN!
Registration Number:	1487667	SUMMER CRISP
Registration Number:	1990676	SUNFRESH
Registration Number:	2009258	SUNFRESH

	2284920	THE FRESHEST IDEAS IN ITALIAN COOKING
Registration Number:	2043076	VERY CHERRY
Registration Number:	2104942	VERY CHERRY
Registration Number:	3880059	WE GROW QUALITY
Registration Number:	0320635	YAKAVAL
Serial Number:	85760345	ADD SOME GARDEN
Serial Number:	85684798	BURSTING WITH LIFE
Serial Number:	85800887	CHEF'S PANTRY
Serial Number:	85721588	CONTADINA
Serial Number:	85800893	DEL MONTE CHEF'S PANTRY
Serial Number:	85770745	DEL MONTE GARDEN QUALITY
Serial Number:	85868789	DEL MONTE GARDEN QUALITY
Serial Number:	85868780	DEL MONTE GARDEN QUALITY
Serial Number:	85830724	DEL MONTE KITCHENS
Serial Number:	85800898	DEL MONTE QUALITY CHEF'S PANTRY
Serial Number:	85789347	FRUIT BURST
Serial Number:	85685218	GARDEN QUALITY
Serial Number:	85870292	GARDEN QUALITY
Serial Number:	85870283	GARDEN QUALITY
Serial Number:	86035867	HARVEST SELECTIONS
Serial Number:	85980330	HARVEST SELECTS
Serial Number:	85728050	HARVEST SELECTS
Serial Number:	85831322	MISSION BRAND
Serial Number:	85069070	PLANT THE SEED
Serial Number:	85217352	RETHINK YOUR PLATE
Serial Number:	86026764	S&W
Serial Number:	85839943	SPECIAL BLENDS
Serial Number:	86075957	THE COLLEGE INN SOCIAL KITCHEN
Serial Number:	85933340	VIVE
Serial Number:	85832832	BLUE LAKE
Serial Number:	85832698	FRUITS OF FOUR SEASONS

CORRESPONDENCE DATA

Fax Number: 3123381500

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

TRADEMARK
REEL: 005220 FRAME: 0077

Phone: 3123381000
Email: tmlaw@dineff.com
Correspondent Name: LAUREL V. DINEFF
Address Line 1: 160 N. WACKER DRIVE
Address Line 4: CHICAGO, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	DMC-DMF ASSIGN
NAME OF SUBMITTER:	Laurel V. Dineff
Signature:	/laurelvdineff/
Date:	02/20/2014

Total Attachments: 6
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement"), made effective February 18, 2014 by and between Del Monte Corporation, a Delaware corporation, having its principal place of business at One Maritime Plaza, San Francisco, California 94111, U.S.A. (hereinafter referred to as "Assignor"), and Del Monte Foods, Inc., a Delaware corporation, with its principal place of business at One Maritime Plaza, San Francisco, California 94111, U.S.A. (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the proprietor of the trademarks and service marks identified on Exhibit A hereto, including all registrations and applications therefor and all goodwill associated therewith (hereinafter referred to collectively as "Marks"):

WHEREAS, Assignor has agreed to assign the Marks to Assignee and Assignee hereby accepts the assignment.

NOW THEREFORE, in consideration of One Dollar (USD \$1.00), the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and confirms its assignment, to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Marks, including all causes of action for and the right to sue in respect of all infringements of the Marks, which may have occurred before the effective date of this Agreement, and the right to all remedies including damages, an accounting of profits, or other proceeds in respect of such infringements.

Assignor agrees to execute and deliver such documents, and to take such actions, as may be reasonably requested by Assignee, its successors or assigns, to give effect to this Agreement and to vest, perfect, confirm, record or otherwise reflect or give effect to Assignee's rights as set forth herein.

IN WITNESS HEREOF, the said Assignor has executed this Agreement and by the hand of its duly authorized officer signed on February 12, 2014.

Del Monte Corporation



By:
Name: Timothy S. Ernst
Title: Vice President, General Counsel and Secretary

NOTARIAL ACKNOWLEDGMENT

State of California }
County of San Francisco

On February 12, 2014 before me, Ivy Tao, Notary Public, personally appeared Timothy S. Ernst, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

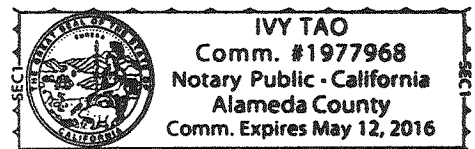
I certify under penalty of perjury under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



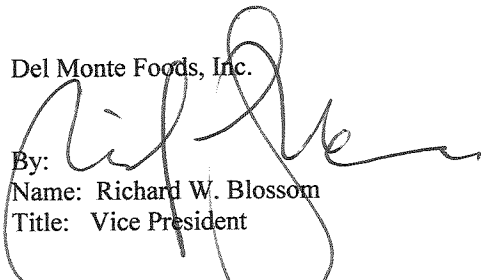
Signature of Notary Public

Capacity Claimed by Signer:
Vice President, General Counsel and Secretary, Del Monte Corporation



IN WITNESS HEREOF, the said Assignee has executed this Agreement and by the hand of its duly authorized officer signed on February 16, 2014.

Del Monte Foods, Inc.

By: 
Name: Richard W. Blossom
Title: Vice President

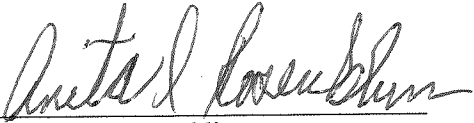
NOTARIAL ACKNOWLEDGMENT

State of New York }
County of New York

On February 16, 2014 before me, Anita I. Rosenblum, Notary Public, personally appeared Richard W. Blossom, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under penalty of perjury under the laws of the State of New York that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.


Signature of Notary Public

Capacity Claimed by Signer:
Vice President, Del Monte Foods, Inc.

ANITA I. ROSENBLUM
Notary Public, State of New York
NO. 01RO6741725
Qualified in Nassau County
Certificate Filed in New York County
Commission Expires October 31, 2019

EXHIBIT A

MARK	APPLICATION NUMBER	REGISTRATION NUMBER
1ST	74344517	1850002
ADD SOME GARDEN	85760345	
ARGO	71112293	0133222
ARGO	71070258	0094581
BLUE LAKE	85832832	4392257
BLUE RIBBON	73753834	1547572
BLUE RIBBON	71076203	0100940
BURSTING WITH LIFE	85684798	
CALIFORNIA FRUIT CANNERS ASSOCIATION & Design	75936931	2431525
CAPO DI MONTE	73236262	1288043
CARMEL MISSION ERECTED 1771 & Design	85254981	4022849
CATEGORY MANAGEMENT SYSTEMS	74690229	2022671
CHEF'S PANTRY	85800887	
CHERRY PUNCH HALFPIPE	85529032	4217028
COLLEGE INN	85680164	4283095
COLLEGE INN	71573919	0557830
COLLEGE INN SINCE 1923 (new) logo design	85680177	4336295
COHORT	73689054	1493350
CONTADINA	73057040	1037607
CONTADINA	72297381	0876144
CONTADINA	72278870	0855195
CONTADINA	72251377	0848258
CONTADINA	71113959	0124957
CONTADINA	75477074	2482789
CONTADINA	75061940	2060853
CONTADINA	85052237	3880074
CONTADINA & Woman Design	76155309	2648253
CONTADINA (stylized in a box)	76155830	2509620
CONTADINA logo	85721588	
CONTADINA ROMA STYLE TOMATOES & Design	85052720	3880075
COUNTRY YUMKIN	73381800	1253090
CROWN THE COOK	85687861	4283113
CROWN THE COOK logo & design	85687955	4283114
DEAR LADY!	72270743	0840608
DEL MONTE	72240255	0824504
DEL MONTE	72325278	0881339
DEL MONTE	75019958	1991454
DEL MONTE & shield (outline)	72240048	0827921
DEL MONTE BRAND & Design (vintage)	76204612	2612039
DEL MONTE CHEF'S PANTRY	85800893	
DEL MONTE DOLCE	78956896	3604514
DEL MONTE FLAVOR FRESH	78866192	3370669
DEL MONTE FRUIT CHILLERS	78863677	3309660
DEL MONTE FRUIT CHILLERS	77753477	3712076

DEL MONTE FRUITFULL BITES	77271400	3689913
DEL MONTE GARDEN QUALITY & shield design	85770745	
DEL MONTE GARDEN QUALITY & shield design	85868789	
DEL MONTE GARDEN QUALITY & shield design	85868780	
DEL MONTE GOLD	76063261	2754865
DEL MONTE GOLD DEL MONTE QUALITY label & DMC shield in color	75472401	2287404
DEL MONTE HEALTHY KIDS	78795178	3366922
DEL MONTE HOMESTYLE RECIPES	77161152	3509392
DEL MONTE HONEY GOLD	78299975	3340830
DEL MONTE KITCHENS	85830724	
DEL MONTE LITE	73378671	1265860
DEL MONTE QUALITY	85053169	3886446
DEL MONTE QUALITY	85052956	3880077
DEL MONTE QUALITY	75571949	2295935
DEL MONTE QUALITY & shield (B&W)	76207143	2581586
DEL MONTE QUALITY & shield in color (new) design	85361088	4077270
DEL MONTE QUALITY CHEF'S PANTRY	85800898	
DEL MONTE QUALITY FRUIT SNACKS & Shield Design	73614953	1455602
DEL MONTE QUALITY shield & box	75572051	2302024
DEL MONTE QUALITY SUPERFRUIT	77687606	3785950
DEL MONTE ROSE	78737505	3681547
DEL MONTE SPECIALTIES	74519686	2124077
DEL MONTE SUPERFRUIT	77415522	3573799
DMC 22-85	77366918	3588576
DOC APPLE	74104339	1791801
DOUBLE LUCK	75541760	2257344
EARLY GARDEN	85314597	4079708
EARLY GARDEN (stylized)	71698688	0634951
EATING FRUIT COULDN'T BE EASIER	78874896	3309711
EATING WELL COULDN'T BE EASIER	78874898	3309712
FIESTA	74731606	2054160
FIRST PRIZE	73404773	1282725
FRESH CUT	75041909	2217551
FRESH CUT	75041908	2155998
FRESHDELMONTE.COM	75483339	2492978
FRUIT & GEL TO GO	76229201	2762345
FRUIT BURST	85789347	
FRUIT CHILLERS	77753482	3712077
FRUIT CHILLERS	78863650	3309659
FRUIT CUP	72346371	0918135
FRUIT MADE EASY	76201610	2536258
FRUIT NATURALS	73410056	1353073
FRUIT TO GO	76191946	2506751
FRUITRAGEOUS	75262640	2200519
FRUITS OF FOUR SEASONS	85832698	4410380
FRUITS OF FOUR SEASONS	74007628	1635606
GARDEN CRISP	73366019	1257045
GARDEN QUALITY	85685218	
GARDEN QUALITY	85870292	
GARDEN QUALITY	85870283	

GARDEN SELECT	73646002	1469900
GRAPE BERRY BLAST	85529039	4311644
GRAPEFRUIT LOVERS	77088316	3565128
HALF A PLATE MAKES YOU WHOLE	78572836	3218721
HARVEST SELECTIONS	78833779	3309552
HARVEST SELECTIONS	86035867	
HARVEST SELECTS	85980330	
HARVEST SELECTS	85728050	
HOMEMADE FLAVOR SINCE 1923	78495984	3558965
IL CLASSICO	74306033	1816052
KETCHUP TO THE RESCUE!	85633241	4272152
LADY ELBERTA	71430174	0380660
MAKE IT SPECIAL WITH S & W	78244425	2903932
MISSION BRAND	85831322	
MISSION BRAND CARMEL MISSION ERECTED 1771	71040216	0077291
NOURISHING FAMILIES. ENRICHING LIVES. EVERY DAY.	85050980	3880070
OLD DEL MONTE SHIELD DESIGN	75292718	2183042
ORCHARD SELECT	74508168	1930805
PETITE CUT	76261308	2670089
PIZZA SQUEEZE	73834674	1601219
PLANT THE SEED	85069070	
QUICK SQUEEZE	78243850	2836573
READY-CUT	73380356	1275620
READY-CUT	74194107	1767553
READY-TO-BLEND FRUIT SMOOTHIE	77950688	3891590
RED RIBBON	71076202	0098030
RETHINK YOUR PLATE	85217352	
RETHINK YOUR PLATE	85197832	4058860
S & W	74485727	1967653
S&W	86026764	
S & W (circle with banner design)	74373177	1810987
S & W (leaf design)	74388927	1956708
S & W (shield & banner design)	74481016	1967649
S & W CHILI MAKIN'S	74648196	2022953
S & W PXEXEXE TXEXEXEX	74481018	2138087
SHIELD DESIGN (logo shield, blank, no color)	75240014	2127407
SHIELD DEVICE Design (lined in green, red and yellow)	72325276	0881338
SHIELD DEVICE Design (lines in green, red and yellow)	72240046	0828266
SHIELD DEVICE WITH BOX DESIGN	75571946	2285492
SNACK CUPS	74241855	1733351
SNAP-E-TOM	73799143	1579331
SNOKIST BLUE RIBBON	72433287	0964310
SPECIAL BLENDS	85839943	
SQUEEZABLE FRUIT	85328660	4068871
SQUEEZABLE FRUITS & VEGGIES	85590178	4280974
SQUEEZE ON THE FUN!	85633236	4272150
SUMMER CRISP	73682515	1487667
SUNFRESH	74529128	1990676
SUNFRESH	74410275	2009258
THE COLLEGE INN SOCIAL KITCHEN & Design	86075957	
THE FRESHEST IDEAS IN ITALIAN COOKING	75477612	2284920

VERY CHERRY	75027931	2043076
VERY CHERRY	75118978	2104942
VIVE	85933340	
WE GROW QUALITY	85043165	3880059
YAKAVAL	71355131	0320635