

## 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
The Clorox Company		02/26/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The HV Food Products Company		
Street Address:	1221 Broadway		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94612		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0965189	SALAD CRISPINS	
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>			
Phone:	510-271-7000		
Email:	trademarks@clorox.com		
Correspondent Name:	Tim Humphrey		
Address Line 1:	1221 Broadway		
Address Line 4:	Oakland, CALIFORNIA 94612		
ATTORNEY DOCKET NUMBER:	TM/ FOOD		
NAME OF SUBMITTER:	Tim J. Humphrey		
Signature:	/tim humphrey/		
Date:	02/27/2014		
Total Attachments: 1 source=CLX to HVF assignment of SALAD CRISPINS#page1.tif			

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), made effective as of February 26, 2014, is from The Clorox Company, a Delaware corporation ("Assignor") in favor of The HV Food Products Company ("Assignee"), a Delaware corporation.

WHEREAS, Assignor is the owner of all right, title and interest in and to the SALAD CRISPINS trademark and corresponding U.S. Registration No. 0965189 (the "Trademark") together with the goodwill of the business connected with and symbolized by the Trademark; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademark as well as the goodwill of the business connected therewith and symbolized thereby.

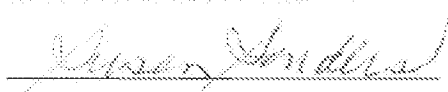
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged:

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademark, together with the goodwill of the business connected with and symbolized by the Trademark (including, without limitation, the right to renew any registrations included in the Trademark, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner for Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of U.S. Registration No. 0965189 to Assignee as assignee of Assignor's entire right, title and interest therein, Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademark.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the date first above written.

THE CLOROX COMPANY



By: Susan Sanders

Title: Assistant Secretary

Date: 2/26/2014