

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM302515

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	08/09/2010

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Pilgrim's Pride Corporation		04/21/2014	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	PPC Marketing, Ltd.
<b>Street Address:</b>	1770 Promontory Circle
<b>City:</b>	Greeley
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80634
<b>Entity Type:</b>	LIMITED PARTNERSHIP: TEXAS

**PROPERTY NUMBERS Total: 22**

Property Type	Number	Word Mark
Registration Number:	3741657	FOOD BEFORE FUEL
Registration Number:	3000405	CHRIS P. CHICKEN
Registration Number:	1685639	WINNING TASTE RECIPE CONTEST
Registration Number:	2036847	HONEYKIST
Registration Number:	2072535	GOLD KIST FARMS
Registration Number:	1944178	BIG VALUE
Registration Number:	1615887	YOUNG 'N TENDER
Registration Number:	2980662	WINNING TASTE RECIPE CONTEST
Registration Number:	1329885	ELEGANT ENTREES
Registration Number:	1295307	GK
Registration Number:	1333432	"YOUNG 'N TENDER"
Registration Number:	1009993	GK GOLD KIST
Registration Number:	1584906	BIG VALUE
Registration Number:	0785692	SWEET GEORGIA
Registration Number:	0771567	EARLY BIRD
Registration Number:	0914175	GOLD KISTGK
Registration Number:	3405440	FRIDGE-TO-FREEZER PAK
Registration Number:	3464264	SMART'N SAVORY
Registration Number:	2095757	SAVORY RECIPES

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2704875	CHICKEN RING THINGS
Registration Number:	2704874	RING THINGS
Registration Number:	1642937	FRYERKIST

**CORRESPONDENCE DATA**

**Fax Number:** 9702329927

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

**Phone:** 970-225-6700

**Email:** kcollins@cp2law.com

**Correspondent Name:** Kay L. Collins

**Address Line 1:** 103 W. Mountain Ave.

**Address Line 2:** Suite 200

**Address Line 4:** Fort Collins, COLORADO 80524

<b>ATTORNEY DOCKET NUMBER:</b>	IP10151104-PPCDEL-PPCMARK
<b>NAME OF SUBMITTER:</b>	Kay L. Collins
<b>SIGNATURE:</b>	/Kay L. Collins/
<b>DATE SIGNED:</b>	04/24/2014

**Total Attachments: 4**

source=2014 Assignment Signed- PPC Delaware to PPC Marketing#page1.tif

source=2014 Assignment Signed- PPC Delaware to PPC Marketing#page2.tif

source=2014 Assignment Signed- PPC Delaware to PPC Marketing#page3.tif

source=2014 Assignment Signed- PPC Delaware to PPC Marketing#page4.tif

## Trademark Assignment

This Trademark Assignment (this "Assignment") is made as of August 9, 2010 (the "Effective Date"), by and between Pilgrim's Pride Corporation of Delaware, Inc., a Delaware corporation ("Assignor") and PPC Marketing, Ltd., a Texas Limited Partnership ("Assignee"), whose general partner is Pilgrim's Pride Corporation, a Delaware corporation (each a Party collectively the "Parties").

### PRELIMINARY STATEMENTS

A. The Assignor owns any and all rights in and to certain trademarks and/or service marks identified in Schedule A and the applications and registrations therefor shown in the said Schedule A (the "Trademarks"); and

B. The Assignee wishes to acquire from the Assignor, and the Assignor wishes to assign to the Assignee, all of the Assignor's rights, title, and interest in and to the Trademarks, and the good will associated therewith.

C. The Parties, intending to be legally bound, agree as follows:

### AGREEMENT

1. **Assignment of the Trademarks.** For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor agrees to assign, transfer and convey, and hereby assigns, transfers and conveys, to the Assignee all rights, title and interest in and to the Trademarks, any other registration and application for the Trademarks, and any common law rights in and to the Trademarks, existing anywhere in the world and under any law, together with all of the good will of the business symbolized by the Trademarks, and together with all rights to recover for damages and profits and all other rights and remedies for infringement of the Trademarks, whether past, present or future infringement. As of the Effective Date, the Assignee shall own, and be the sole owner of, all of the rights, title and interest in and to the Trademarks.

2. **Further Assurance.** The Assignor from time to time hereafter and without further consideration, upon reasonable request of the Assignee, covenants and agrees to execute and deliver all such other and additional instruments and other documents, and to take all other actions, as may be reasonably necessary to more effectively grant, convey, and assign all of the Assignor's rights, title and interest in and to the Trademarks to the Assignee and facilitate the recognition of the transferred ownership of such rights, title and interest in the Assignee by all third parties and applicable governmental agencies and authorities.

3. **Entire Agreement; Modification; Waiver.** This Assignment constitutes a complete and exclusive statement of the terms of the assignment and agreement between the Parties with respect to its subject matter. This Assignment may not be amended except by a written document executed by the Parties. A waiver of any term, condition or provision in this Assignment by either Party shall be valid only if given in writing and only in the instance for which given and shall not be deemed continuing; further, any such waiver shall not be construed

as a waiver of any other provision of this Assignment. Failure to exercise or assert any right or remedy shall not constitute a waiver of such right or remedy or of the same right or remedy in another case or of any other right or remedy.

4. **Severability.** If a court of competent jurisdiction holds any provision of this Assignment invalid or unenforceable, the other provisions of this Assignment will remain in full force and effect. Any provision of this Assignment held invalid or unenforceable only in part or degree will remain in full force and effect to the extent not held invalid or unenforceable.

5. **Governing Law.** This Agreement shall be governed by and construed under the laws of the State of Texas, without regard to conflicts of laws principles that would require the application of the law of any other jurisdiction.

The Parties have executed this Agreement effective the date indicated in the first sentence.

**PILGRIM'S PRIDE CORPORATION OF  
DELAWARE, INC.,**

A Delaware corporation

By: Kiersten Sommers  
Date: 4-21-14  
Name: Kiersten Sommers  
Title: Secretary

**PPC MARKETING, LTD.,**

A Texas Limited Partnership

By its General Partner, Pilgrim's Pride  
Corporation, a Delaware Corporation

By: Daniel Quinn  
Date: 4/17/14  
Name: Daniel Quinn  
Title: Director of Marketing

NOTARY ACKNOWLEDGEMENT

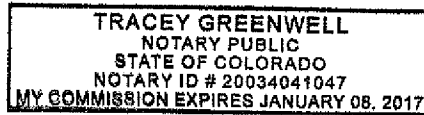
Pilgrim's Pride Corporation of Delaware

UNITED STATES OF AMERICA )  
STATE OF Colorado )ss.  
COUNTY OF Weld )

SUBSCRIBED AND SWORN to before me in the County of Weld, State of Colorado, United States of America, by Kiersten Sommers this 21<sup>st</sup> day of April, 2014. WITNESS my hand and official seal pursuant to the authority vested in me as a Notary Public by the State of Colorado.

Notary Public

Tracey Greenwell



My Commission Expires: 01/08/2017

PPC Marketing, Ltd.

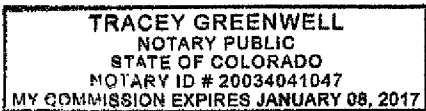
UNITED STATES OF AMERICA )  
STATE OF Colorado )ss.  
COUNTY OF Weld )

SUBSCRIBED AND SWORN to before me in the County of Weld, State of Colorado, United States of America, by David Quinn this 17<sup>th</sup> day of April, 2014. WITNESS my hand and official seal pursuant to the authority vested in me as a Notary Public by the State of Colorado.

Notary Public

Tracey Greenwell

My Commission Expires: 01/08/2017



## SCHEDULE A

TRADEMARK	U.S. REGISTRATION NUMBER
FOOD BEFORE FUEL	3741657
CHRIS P. CHICKEN	3000405
WINNING TASTE RECIPE CONTEST	1685639
HONEYKIST	2036847
GOLD KIST FARMS	2072535
BIG VALUE	1944178
WINNING TASTE RECIPE CONTEST & Design	2980662
YOUNG 'N TENDER	1615887
ELEGANT ENTREES	1329885
GK - Stylized	1295307
YOUNG 'N TENDER & Design	1333432
GK GOLD KIST & Design	1009993
BIG VALUE & Design	1584906
SWEET GEORGIA	0785692
EARLY BIRD	0771567
GOLD KIST GK & Design	0914175
FRIDGE-TO-FREEZER PACK	3405440
SMART 'N SAVORY	3464264
SAVORY RECIPES	2095757
CHICKEN RINGS THINGS	2704875
RING THINGS	2704874
FRYERKIST	1642937