

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM303815

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
B&G Foods, Inc.		12/31/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	B&G Foods North America, Inc.		
Street Address:	Four Gatehall Drive		
Internal Address:	Suite 110		
City:	Parsippany		
State/Country:	NEW JERSEY		
Postal Code:	07054		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	3459775	R	
Registration Number:	3687571	R	
Registration Number:	3875681	VELVET LIGHTLY SWEETENED WINE VINEGAR SM	
Registration Number:	0311858	REGINA	
Registration Number:	0614141	EB REGINA	
Registration Number:	0793119		
Registration Number:	1002975	REGINA	
Registration Number:	1134775		
Registration Number:	1135244	BRER RABBIT	
Registration Number:	1285455		
Registration Number:	1330446	WRIGHT'S	
Registration Number:	1386209	WRIGHT'S	
Registration Number:	2099023		
Registration Number:	2119091		
Registration Number:	0134116	VERMONT MAID	
CORRESPONDENCE DATA			
Fax Number:	3128278185		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via</i>			
TRADEMARK			

CH \$390.00 3459775

US Mail.

Phone: 312-807-4350
Email: chicago.trademarks@klgates.com, sana.hakim@klgates.com
Correspondent Name: Sana Hakim c/o K&L Gates LLP
Address Line 1: P.O. Box 1135
Address Line 4: Chicago, ILLINOIS 60690-1135

ATTORNEY DOCKET NUMBER:	3709483-20
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NAME OF SUBMITTER:	Sana Hakim
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SIGNATURE:	/sh/
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DATE SIGNED:	05/07/2014
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Total Attachments: 4

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source=1B&G Foods to B&G Foods North America Assignment#page2.tif
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ASSIGNMENT OF TRADEMARKS

WHEREAS, B&G FOODS, INC., a Delaware corporation, having its principal office and place of business at Four Gatehall Drive, Suite 110, Parsippany, New Jersey 07054 U.S.A ("Assignor") owns the marks and registrations (the "Marks") listed in the attached Schedule; and

WHEREAS, B&G FOODS NORTH AMERICA, INC., a Delaware corporation, having its principal office and place of business at Four Gatehall Drive, Suite 110, Parsippany, New Jersey 07054 U.S.A. ("Assignee"), desires to acquire the Marks; and

WHEREAS, Assignor desires to assign the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, including all common law rights, registrations and applications therefor, together with goodwill of the business connected with the use of the Marks and symbolized thereby, and any and all accrued rights of action, royalties or damages for any past or existing infringement or misappropriation of any such rights, in the United States and all foreign countries.

WHEREAS THIS Assignment is effective December 31, 2013.

B&G FOODS, INC.

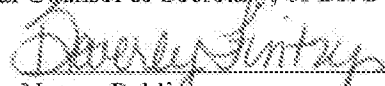
By: 

Name: Scott E. Lerner

Title: Executive Vice President, General Counsel & Secretary

STATE OF New Jersey)
) SS.
COUNTY OF Morris)

The foregoing instrument was acknowledged
before me this 7th day of May, 2014 by
Scott E. Lerner, Executive Vice President,
General Counsel & Secretary, of B&G Foods, Inc.

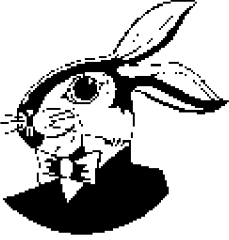
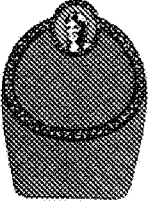



Notary Public



My commission expires 4/25/17

BEVERLY FINTZY
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires April 25, 2017

Schedule

Trademark Title/Mark	Registration No.	Registration Date	Country
R and Design 	3,459,775	July 1, 2008	United States
R and Design 	3,687,571	September 22, 2009	United States
VELVET LIGHTLY SWEETENED WINE VINEGAR SMOOTH & SWEET & Design 	3,875,681	November 16, 2010	United States
REGINA	311,858	April 10, 1934	United States
EB REGINA and Bottle Design 	614,141	October 11, 1955	United States
Regina Bottle Design 	793,119	July 20, 1965	United States

REGINA	1,002,975	January 28, 1975	United States
Rabbit Design	1,134,775	May 6, 1980	United States
			
BRER RABBIT	1,135,244	May 13, 1980	
Vermont Maid Design	1,285,455	July 10, 1984	United States
			
WRIGHT'S Stylized Wright's	1,330,446	April 16, 1985	United States
WRIGHT'S	1,386,209	March 11, 1986	United States
Regina Bottle Design	2,099,023	September 23, 1997	United States
			
Regina Bottle Design	2,119,091	December 9, 1997	United States
			
VERMONT MAID	134,116	August 10, 1920	United States

VERMONT MAID and Design 	TMDA055,911	December 13, 1932	Canada
BRER RABBIT and Design 	TMDA056,660	February 27, 1933	Canada
WRIGHT'S	TMA372,555	August 31, 1990	Canada