

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313260

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|---|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Trudeau Foods, LLC | | 08/04/2014 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | United Natural Foods, Inc. | | |
| Street Address: | 313 Iron Horse Way | | |
| City: | Providence | | |
| State/Country: | RHODE ISLAND | | |
| Postal Code: | 02908 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1757091 | FRITZIE FRESH | |
| Registration Number: | 2912935 | FRITZIE FRESH | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4012734447 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 401-273-4446 | | |
| Email: | cac@barjos.com | | |
| Correspondent Name: | Cheryl Clarkin, Esq. | | |
| Address Line 1: | Barlow, Josephs & Holmes, Ltd. | | |
| Address Line 2: | 101 Dyer Street, 5th Floor | | |
| Address Line 4: | Providence, RHODE ISLAND 02903 | | |
| ATTORNEY DOCKET NUMBER: | U010 | | |
| NAME OF SUBMITTER: | Cheryl A. Clarkin | | |
| SIGNATURE: | /cac/ | | |
| DATE SIGNED: | 08/07/2014 | | |
| Total Attachments: 1 | | | |
| source=executed assignment#page1.tif | | | |

OP \$65.00 1757091

ASSIGNMENT

WHEREAS, Trudeau Foods, LLC ("Assignor"), a Delaware limited liability company, having an address at 25 West Cliff Road, Suite 115, Burnsville, Minnesota 55337 is the owner of the following trademark registrations including all common law rights and other nonregistered rights associated therewith (the "Marks"):

| MARK | REGISTRATION NO. | REGISTRATION DATE |
|----------------------------|------------------|-------------------|
| FRITZIE FRESH | 1,757,091 | March 9, 1993 |
| FRITZIE FRESH (and Design) | 2,912,935 | December 21, 2004 |

WHEREAS, United Natural Foods, Inc. ("Assignee"), a Delaware corporation, having an address at 313 Iron Horse Way, Providence, Rhode Island 02908, is desirous of acquiring the Marks, including the registrations and common law rights therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee, all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the business to which the Marks pertain, including all rights to sue and recover for past infringement of said Marks.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the 4 day of AUGUST, 2014

By: *Mark E. Chamber*
Name: *Mark E. Chamber*
Title: *SVP, Treasurer*

State of RHODE ISLAND :
County of PROVIDENCE :

Subscribed to and sworn before me this 4TH day of AUGUST 2014.

SEAL

Barbara M. Guyer ID 59785
Notary Public
My Commission Expires *3/20/2018*

