

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM349259

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900330436

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
H.J. Heinz Company, L.P.		06/30/2015	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	H.J. Heinz Company Brands LLC
Street Address:	One PPG Place
City:	Pittsburgh
State/Country:	PENNSYLVANIA
Postal Code:	15222
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 75

Property Type	Number	Word Mark
Registration Number:	0417301	6 IN 1
Registration Number:	4292455	6 IN 1
Registration Number:	3570677	ABOVE ALL, A BETTER TOMATO
Registration Number:	3359248	AMERICANA
Registration Number:	2471806	AMERICANA
Registration Number:	1419350	ANCHOR
Registration Number:	3931439	ANCHOR
Registration Number:	1865889	BELLA ROSSA
Registration Number:	2189995	BERRIES INFERNO
Registration Number:	4301458	BONTÁ
Registration Number:	0666650	BONTA
Registration Number:	2981837	BRING HOME THE FUN!
Registration Number:	1707006	CHATSWORTH
Registration Number:	4125499	CHATSWORTH
Registration Number:	0968298	CHRISTINA
Registration Number:	1273783	CLASSICO
Registration Number:	3395668	CLASSICO
Registration Number:	3301091	CLASSICO

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4113100	CLASSICO
Registration Number:	1989603	CLASSICO DI CAPRI
Registration Number:	4445044	CLASSICO FAMILY FAVORITES
Registration Number:	4191861	CLASSICO SEASONAL SELECTIONS
Registration Number:	3428002	CLASSICO SIGNATURE RECIPES
Registration Number:	1464751	CRISTOFORO COLOMBO
Registration Number:	0686440	CRISTOFORO COLOMBO
Registration Number:	3457724	CRISTOFORO COLOMBO
Registration Number:	1658372	DELIMEX
Registration Number:	3507244	DELIMEX
Registration Number:	4068087	DELIMEX
Registration Number:	2901493	EASTERN SUN
Registration Number:	1397049	EMMA BELLA
Registration Number:	4301476	ESCALON
Registration Number:	2422913	ESCALON PREMIER BRANDS
Registration Number:	4584621	FIESTA BOLD POPPERS
Registration Number:	3270593	GOLDEN FLAVOR NUGGET
Registration Number:	0794509	GOLDEN NUGGET
Registration Number:	2310270	
Registration Number:	2310164	
Registration Number:	3151901	INSPIRED ITALIAN
Registration Number:	2042669	
Registration Number:	0843315	JUNE IN JANUARY
Registration Number:	1431373	MADEIRA FARMS
Registration Number:	3301608	MADEIRA FARMS
Registration Number:	4385432	MADEIRA FARMS
Registration Number:	3301609	MADEIRA FARMS
Registration Number:	3457901	MAMA LINDA
Registration Number:	3539652	MAMA LINDA 100% FRESH VINE-RIPENED CALIF
Registration Number:	3177132	MBT
Registration Number:	3496285	MINI POPPERS
Registration Number:	0818761	MRS. GRASS
Registration Number:	3457722	MRS. GRASS
Registration Number:	1908676	POPPER JAMM
Registration Number:	1922249	POPPERS
Registration Number:	4072427	POPPERS
Registration Number:	4072428	POPPERS
Registration Number:	1108434	PPI

Property Type	Number	Word Mark
Registration Number:	2502404	PPI
Registration Number:	2034838	QUALITY CHEF FOODS, INC.
Registration Number:	3082453	RICE GOURMET
Registration Number:	3851367	
Registration Number:	2146998	SALSA DEL SOL
Registration Number:	2402293	SERV-A-LEMON
Registration Number:	2973339	SIGNATURE RECIPES
Registration Number:	1248521	SOUP STARTER
Registration Number:	1750287	SQUEEZERS
Registration Number:	1669910	SQUEEZERS
Registration Number:	4300834	SWEET PLEASERS GOURMET
Registration Number:	1426740	TASTE PLEASERS GOURMET
Registration Number:	3213334	TEXAS TOOTHPICKS
Registration Number:	2978843	TRADITIONAL FAVORITES
Registration Number:	1799520	TRUESOUPS
Registration Number:	3719835	WE MAKE IT LIKE YOU'D MAKE IT
Registration Number:	2344478	WYLER'S
Registration Number:	3277084	WYLER'S
Registration Number:	3457784	WYLER'S

CORRESPONDENCE DATA

Fax Number: 4124566115

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.

Phone: 412-456-6004

Email: sally.stodolsky@kraftheinzcompany.com

Correspondent Name: Sabrina J. Hudson

Address Line 1: P.O. Box 57

Address Line 4: Pittsburgh, PENNSYLVANIA 15230

ATTORNEY DOCKET NUMBER:	PROJECT KITE
NAME OF SUBMITTER:	Sabrina J. Hudson
SIGNATURE:	/Sabrina J. Hudson/
DATE SIGNED:	07/27/2015

Total Attachments: 6
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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM347347

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
H.J. Heinz Company, L.P.		06/30/2015	LIMITED PARTNERSHIP:
RECEIVING PARTY DATA			
Name:	H.J. Heinz Company Brands LLC		
Street Address:	One PPG Place		
City:	Pittsburgh		
State/Country:	PENNSYLVANIA		
Postal Code:	15222		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 75			
Property Type	Number	Word Mark	
Registration Number:	0417301	6 IN 1	
Registration Number:	4292455	6 IN 1	
Registration Number:	3570677	ABOVE ALL, A BETTER TOMATO	
Registration Number:	3359248	AMERICANA	
Registration Number:	2471806	AMERICANA	
Registration Number:	1419350	ANCHOR	
Registration Number:	3931439	ANCHOR	
Registration Number:	1865889	BELLA ROSSA	
Registration Number:	2189995	BERRIES INFERNO	
Registration Number:	4301458	BONTÁ	
Registration Number:	0666650	BONTA	
Registration Number:	2981837	BRING HOME THE FUN!	
Registration Number:	1707006	CHATSWORTH	
Registration Number:	4125499	CHATSWORTH	
Registration Number:	0968298	CHRISTINA	
Registration Number:	1273783	CLASSICO	
Registration Number:	3395668	CLASSICO	
Registration Number:	3301091	CLASSICO	
Registration Number:	4113100	CLASSICO	

CH \$1890.00 0417301

ASSIGNMENT

Whereas, H.J. Heinz Company, L.P., a limited partnership organized and existing under the laws of Delaware, United States of America, located at One PPG Place, Pittsburgh, Pennsylvania 15222, United States of America, ("ASSIGNOR") owns the copyrights and trademark registrations and applications set forth on the attached Schedule A, as well as other unregistered common law trademarks, label designs and copyrights (collectively, the "Intellectual Property");

Whereas, Assignor is a party to various License Agreements relating to the Intellectual Property ("Agreements"); and

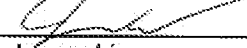
Whereas, H.J. Heinz Company Brands LLC, a limited liability company organized and existing under the laws of Delaware, United States of America, located at One PPG Place, Pittsburgh, PA 15222 United States of America ("ASSIGNEE") is desirous of acquiring all Assignor's right, title and interest in and to the Intellectual Property, including the portion of the business to which the Intellectual Property pertains and the goodwill of the business connected with the use thereof and symbolized thereby, and the Agreements;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer all its right, title and interest in and to the Intellectual Property, together with the portion of the business to which the Intellectual Property, pertains and goodwill of the business connected with the use of and symbolized by the Intellectual Property, and the Agreements to Assignee.

ASSIGNOR agrees to execute any and all additional documents that may be necessary from time to time to protect and record title to the Intellectual Property and Agreements to ASSIGNEE and to carry out the intent of this assignment.


Dated this 30th day of June, 2015.

H.J. Heinz Company, L.P.
By: Heinz GP LLC
Sole Managing General Partner

By: 
Name: James Liu
Title: Vice President - Treasurer

/We have the authority to bind the corporation.




H.J. Heinz Company Brands LLC









By: 
Name: Julie Groetsch
Title: President




/We have the authority to bind the corporation.

Schedule A

Trademarks

Trademark	Country	Registration Date	Registration No.	Classes
6 IN 1	United States	23 Oct 1945	417301	30
6 IN 1	United States	19 Feb 2013	4292455	29
ABOVE ALL, A BETTER TOMATO	United States	3 Feb 2009	3570677	29, 30
AMERICANA	United States	25 Dec 2007	3359248	30
AMERICANA	United States	24 Jul 2001	2471806	29, 30
	United States	2 Dec 1986	1419350	29
	United States	15 Mar 2011	3931439	29
BELLA ROSSA	United States	6 Dec 1994	1865889	29, 30
BERRIES INFERNO	United States	15 Sep 1998	2189995	30
BONTA	United States	12 Mar 2013	4301458	29 30
	United States	2 Sep 1958	666650	46
BRING HOME THE FUN!	United States	2 Aug 2005	2981837	29
CHATSWORTH	United States	11 Aug 1992	1707006	30
CHATSWORTH	United States	10 Apr 2012	4125499	30
CHRISTINA	United States	11 Sep 1973	968298	46
CLASSICO	United States	10 Apr 1984	1273783	30
CLASSICO	United States	11 Mar 2008	3395668	30
CLASSICO	United States	2 Oct 2007	3301091	29
CLASSICO	United States	13 Mar 2012	4113100	29
CLASSICO DI CAPRI	United States	30 Jul 1996	1989603	30
CLASSICO FAMILY FAVORITES	United States	3 Dec 2013	4445044	30
CLASSICO SEASONAL SELECTIONS	United States	14 Aug 2012	4191861	30
CLASSICO SIGNATURE RECIPES	United States	13 May 2008	3428002	30
CRISTOFORO COLOMBO	United States	10 Nov 1987	1464751	29
CRISTOFORO COLOMBO	United States	6 Oct 1959	686440	46
CRISTOFORO COLOMBO	United States	1 Jul 2008	3457724	30
DELIMEX	United States	24 Sep 1991	1658372	30
DELIMEX	United States	30 Sep 2008	3507244	30
DELIMEX	United States	6 Dec 2011	4068087	29, 30

EASTERN SUN	United States	9 Nov 2004	2901493	30
EMMA BELLA	United States	10 Jun 1986	1397049	30
ESCALON	United States	12 Mar 2013	4301476	29, 30
	United States	23 Jan 2001	2422913	29, 30
FIESTA BOLD POPPERS	United States	12 Aug 2014	4584621	29
GOLDEN FLAVOR NUGGET	United States	24 Jul 2007	3270593	29
GOLDEN NUGGET	United States	17 Aug 1965	794509	29
	United States	25 Jan 2000	2310270	29
	United States	25 Jan 2000	2310164	25
INSPIRED ITALIAN	United States	3 Oct 2006	3151901	30
	United States	11 Mar 1997	2042669	30
JUNE IN JANUARY	United States	30 Jan 1968	843315	46
MADEIRA FARMS	United States	3 Mar 1987	1431373	29
MADEIRA FARMS	United States	2 Oct 2007	3301608	29, 30
MADEIRA FARMS	United States	13 Aug 2013	4385432	29
	United States	2 Oct 2007	3301609	29 30
MAMA LINDA	United States	1 Jul 2008	3457901	29
	United States	2 Dec 2008	3539652	29
MBT	United States	28 Nov 2006	3177132	29
MINI POPPERS	United States	2 Sep 2008	3496285	29
MRS. GRASS	United States	15 Nov 1966	818761	29
MRS. GRASS	United States	1 Jul 2008	3457722	29
POPPER JAMM	United States	1 Aug 1995	1908676	29
POPPERS	United States	26 Sep 1995	1922249	29
POPPERS	United States	20 Dec 2011	4072427	29
	United States	20 Dec 2011	4072428	29
PPI	United States	12 Dec 1978	1108434	16 29 30
	United States	30 Oct 2001	2502404	29, 30
	United States	7 Feb 1997	2034838	29 30

RICE GOURMET	United States	18 Apr 2006	3082453	30
	United States	21 Sep 2010	3851367	29
SALSA DEL SOL	United States	31 Mar 1998	2146998	30
SERV-A-LEMON	United States	7 Nov 2000	2402293	32
SIGNATURE RECIPES	United States	19 Jul 2005	2973339	30
SOUP STARTER	United States	16 Aug 1983	1248521	29
SQUEEZERS	United States	2 Feb 1993	1750287	29
SQUEEZERS	United States	24 Dec 1991	1669910	29
SWEET PLEASERS GOURMET	United States	12 Mar 2013	4300834	30
TASTE PLEASERS GOURMET	United States	27 Jan 1987	1426740	30
TEXAS TOOTHPICKS	United States	27 Feb 2007	3213334	29
TRADITIONAL FAVORITES	United States	26 Jul 2005	2978843	30
TRUESOUPS	United States	19 Oct 1993	1799520	29
WE MAKE IT LIKE YOU'D MAKE IT	United States	1 Dec 2009	3719835	30
WYLER'S	United States	25 Apr 2000	2344478	29
	United States	7 Aug 2007	3277084	29
	United States	1 Jul 2008	3457784	29

Copyrights

Copyright	Country	Registration Date	Registration No.
CLASSICO Traditional Favorites and Signature Recipes – 16 CLASSICO SKUS Labels	United States	10/6/2003	VA1-228-048