

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM366700

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Swift Pork Company		12/08/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Swift Brands Company		
Street Address:	1770 Promontory Circle		
City:	Greeley		
State/Country:	COLORADO		
Postal Code:	80634		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	1841430	FAIRVIEW FARMS	
Registration Number:	3545404	GOODNATURE	
Registration Number:	4528287	GOODNATURE	
Registration Number:	3393152	STONESIDE	
Registration Number:	3026655	TENDER CHOICE	
Registration Number:	1818629	TENDER CHOICE	
Registration Number:	4265732	TENDER PRIDE	
Registration Number:	3812000	TENDER SURE	
CORRESPONDENCE DATA			
Fax Number:	9702329927		
<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:	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		
ATTORNEY DOCKET NUMBER:	IP10151101-CARGILL MARKS		
NAME OF SUBMITTER:	Kay L. Collins		

OP \$215.00 1841430

SIGNATURE:	/Kay L. Collins/
DATE SIGNED:	12/21/2015
Total Attachments: 3 source=Assignment - Swift Pork Company to Swift Brands Company-Signed#page1.tif source=Assignment - Swift Pork Company to Swift Brands Company-Signed#page2.tif source=Assignment - Swift Pork Company to Swift Brands Company-Signed#page3.tif	

Trademark Assignment

This Trademark Assignment (this "Assignment") is made as of December 8, 2015 (the "Effective Date"), by and between Swift Pork Company ("Assignor") and Swift Brands Company ("Assignee"). Each Party collectively is referred to as 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 Assignor 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 Colorado, 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.

Swift Pork Company
A Delaware corporation

By:  _____

Name: Nicholas White

Title: General Counsel

Date: 12/10/15

Swift Brands Company
A Delaware corporation

By:  _____

Name: Nicholas White

Title: General Counsel

Date: 12/10/15

SCHEDULE A TO TRADEMARK ASSIGNMENT

<u>TRADEMARK</u>	<u>U.S. REGISTRATION NUMBER</u>
FAIRVIEW FARMS	1841430
GOODNATURE	3545404
GOODNATURE & Design	4528287
STONESIDE	3393152
TENDER CHOICE	3026655
TENDER CHOICE	1818629 (Supplemental)
TENDER PRIDE	4265732
TENDER SURE	3812000