

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM374446

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ConAgra Foods RDM, Inc.		01/27/2016	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	La Preferida, Inc.		
Street Address:	3400 W. 35th Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60632		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86651315	DERBY	
CORRESPONDENCE DATA			
Fax Number:	6304875271		
<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:	6305419645		
Email:	mvalley@lawmrv.com		
Correspondent Name:	Mark R. Valley		
Address Line 1:	6655 S. Main Street		
Address Line 2:	Suite 120		
Address Line 4:	Downers Grove, ILLINOIS 60516		
NAME OF SUBMITTER:	Mark R. Valley		
SIGNATURE:	/Mark R. Valley/		
DATE SIGNED:	02/25/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into as of January 20, 2016, by and between ConAgra Foods RDM, Inc., a corporation organized under the laws of the State of Delaware having an office at One ConAgra Drive, Omaha, Nebraska 68102 ("Assignor"), and La Preferida, Inc., a corporation organized under the laws of Illinois, having its office at 3400 W. 35th Street, Chicago, Illinois 60632 ("Assignee"), pursuant to a Sale Agreement between the parties ("Agreement").

WHEREAS, Assignor is the applicant of record in the United States Patent and Trademark Office records for the trademark DERBY under U.S. Application No. 86/651,315 (the "Trademark");

WHEREAS, Assignor wishes to assign its entire right, title and interest in and to the Trademark and the goodwill associated with such Trademark to Assignee, on the conditions set forth in the Trademark Purchase Agreement entered into between the parties simultaneously with this Agreement and Assignee wishes to obtain same from Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Trademark, together with any goodwill associated therewith, and U.S. Application No. 86/651,315 therefor.
2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

IN WITNESS WHEREOF, the parties have executed this Agreement by their duly authorized representatives effective as of the 20 day of January, 2016.

ConAgra Foods RDM, Inc

By: 

Name: Tracy Phillips Beck

Title: Vice President

La Preferida, Inc

By: 

Richard J. Steinbarth, President