

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403302

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900380999		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fresh Development, LLC		10/01/2016	Limited Liability Company: MARYLAND
RECEIVING PARTY DATA			
Name:	Birds Eye Foods LLC		
Street Address:	399 Jefferson Road		
City:	Parsippany		
State/Country:	NEW JERSEY		
Postal Code:	07054		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86190511	NALLEY FRESH	
CORRESPONDENCE DATA			
Fax Number:	2485940610		
<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:	2485933331		
Email:	Bmandell@fishstewip.com		
Correspondent Name:	Barbara Mandell		
Address Line 1:	39533 Woodward Avenue, Ste 140		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	67092-1656		
NAME OF SUBMITTER:	Barbara L. Mandell		
SIGNATURE:	/Barbara L. Mandell/		
DATE SIGNED:	10/26/2016		
Total Attachments: 3			
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ASSIGNMENT

WHEREAS, FRESH DEVELOPMENT, LLC, a Maryland limited liability company, at Suite 185, 225 Schilling Road, Hunt Valley, MD 21202 ("Assignor"), wishes to assign and transfer to BIRDS EYE FOODS LLC, a Delaware limited liability company, at 399 Jefferson Road, Parsippany, N.J. 07054-3707 ("Assignee"), all of Assignor's right, title and interest in and to the following (collectively, the "Trademark Rights"):

U.S. Trademark Application No. 86/190,511, filed February 11, 2014, for the mark NALLEY FRESH; and

the GOODWILL of the business in which the mark is used.

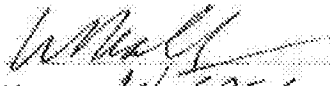
NOW, THEREFORE, in view of the payment of Ten Dollars (\$10.00) and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor DOES HEREBY assign and transfer to Assignee, effective as of October 1, 2016, all of Assignor's right, title and interest in and to the Trademark Rights.


Assignor shall, without further consideration, execute any additional documents and take such further action as may be reasonably requested to vest in Assignee good, valid and marketable title to the Trademark Rights.

This Assignment shall be binding upon and shall inure to the benefit of the parties and their successors and assigns.

FRESH DEVELOPMENT, LLC

BIRDS EYE FOODS LLC


Name: W. GREG NALLEY
Title: OWNER
Date: 10/10/16


Name: JOHN F. KROEGER
Title: SENIOR VICE PRESIDENT
Date: OCTOBER 10, 2016