

TRANSMITTAL

09-29-1999

N

28



To the Commissioner of Patents and Trademark

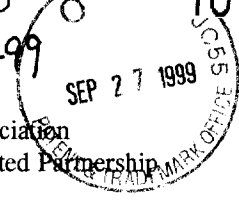
documents or copy thereof.

1. Name of conveying party(ies): MRD  
9-27-99  
 Alliant Foodservice, Inc.

Individual(s)                       Association  
 General Partnership             Limited Partnership  
 Corporation-State  
 Other Delaware

Additional name(s) of conveying party(ies) attached?  
 Yes                       No

101157188



Name and address of receiving party(ies):  
 Name: Uncle Ben's, Inc.  
 Street Address: 5721 Harvey Wilson Drive  
 City: Houston State Texas ZIP 77020

3. Nature of conveyance:  
 Assignment                       Merger  
 Security Agreement             Change of Name  
 Other \_\_\_\_\_

Execution Date: September 10, 1999

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Delaware  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designation must be a separate document from Assignment)  
 Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)  
 B. Trademark Registration No.(s)  
1,126,432

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Fitzpatrick, Cella, Harper & Scinto  
30 Rockefeller Plaza  
New York, New York 10112-3801

Telephone No.: (212) 218-2100  
 Facsimile No.: (212) 218-2200

6. Number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): . . . \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number - 06-1205  
 (Attach duplicate copy of this page if paying by deposit account):

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

09/28/1999 NTHAI1 00000167 1126432  
01 EC:481 Timothy J. Kelly 40.00 00                      September 24, 1999  
 Name of Person Signing                      Signature                      Date

Handwritten signature of Timothy J. Kelly

Total number of pages including cover sheet, attachments, and documents:

## ASSIGNMENT

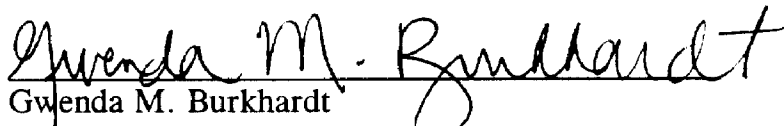
**WHEREAS**, Alliant Foodservice, Inc., a corporation organized and existing under the laws of the State of Delaware, and located at One Parkway North, Deerfield, Illinois 60015 ("Assignor") has, through a predecessor-in-interest and then itself, adopted and used the trademark "SUPER BOWL" (hereinafter "the Mark") for a "packaged entrée consisting of pasta and sauce mix" in interstate commerce since at least as early as January 30, 1978, which Mark is registered in the United States Patent and Trademark Office under Registration No. 1,126,432;

**WHEREAS**, Uncle Ben's Inc., a corporation organized and existing under the laws of the State of Delaware, and having a principal place of business located at 5721 Harvey Wilson Drive, Houston, Texas 77020 (hereinafter "Uncle Ben's" or "Assignee"), is desirous of acquiring said registered trademark and the goodwill associated therewith, and Assignor is desirous of assigning same to Uncle Ben's; and

**WHEREAS**, Assignor further represents that it is the owner of the entire right, title and interest in and to the Mark, has the complete authority to assign the Mark, and is aware of no third party claim to the Mark that is inconsistent with its claim of ownership or with the rights assigned to Uncle Ben's hereunder.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, sells, transfers, and grants to Uncle Ben's all rights, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the aforementioned registration thereof.

**ALLIANT FOODSERVICE, INC.**

  
Gwendolyn M. Burkhardt  
Deputy General Counsel and  
Assistant Secretary