

8/11/03

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09-05-2003



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

102543353

attached original documents or

To The Honorable Commissioner for Pat
copy thereof.

1. Name of conveying party(ies):
 Name: Iowa Turkey Growers Cooperative
 Address: 207 West 2nd Street
 P.O. Box 318
 City: West Liberty State: IA Zip: 52776
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State of:
 Other: Iowa Cooperative

2. Name and address of receiving party(ies):
 Name: Kraft Foods Holdings, Inc.
 Address: Three Lakes Drive
 City: Northfield State: IL Zip: 60093
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State of: Delaware
 Other:

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

If assignee is not domiciled in the United States, a domestic
 representative designation is attached: Yes No

(Designations must be a separate document from Assignment)
 Additional names(s) & address(es) attached?
 Yes No

3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: 8/5/2003

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,637,327 -- BACK TO NATURE

Additional numbers attached? Yes (if yes, then attach numbers on a separate sheet and send along with this page) No

5. Name and address of party to whom correspondence
 concerning document should be mailed:

Name: Barton M. Zedd
 Company: Kraft Foods Holdings, Inc.
 Street Address: Three Lakes Drive
 City: Northfield State: IL Zip: 60093

6. Total number of applications and registrations invoiced: 1

7. Total fee (37 CFR 3.41): \$ 40.00
 \$40 for one mark; \$25 each additional

Enclosed

Authorized to be charged to deposit account #11-1650.

8. Deposit account number: 11-1650
 (Attach duplicate copy of this page if paying by deposit
 account)

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.

Name of Person Signing Barton M. Zedd

Signature

Date:

August 11, 2003

Total number of pages comprising cover sheet: 1

EXHIBIT A

ASSIGNMENT OF TRADEMARK

Assignment made by Iowa Turkey Growers Cooperative, an Iowa cooperative, ("Assignor") to Kraft Foods Holdings, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted and has used the trademark BACK TO NATURE (the "Mark"), and obtained U.S. Trademark Registration No. 2,637,327 for the Mark (the "Registration"); and

WHEREAS, Assignor desires to assign its full right, title and interest in the Mark, the goodwill of the business symbolized by the Mark, and the Registration to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns to Assignee all of Assignor's right, title and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark; any rights that arise from the Registration; all causes of action, past and future, for infringement of the Mark or other violations of the rights assigned hereunder; and all rights to seek other registrations of the

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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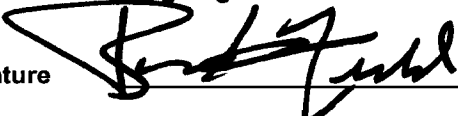
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